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Automotive News

OCTOBER 7, 1991

66th YEAR

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Chrysler trims pre-intro prices

HIGHLAND PARK, Mich. — Chrysler Corp. has raised 1992 domestic car prices an average of 0.9 percent on a comparably equipped basis.

The 0.9 percent increase amounts to an average increase of $138 per car, according to *Automotive News*.

The increase in the firm prices sent to dealers last week is less than the 1.4 percent ($215 per car) tentative increase on domestic cars announced by Chrysler in August.

Chrysler said the cutback reflects the company's widespread use of discount equipment packages and its new Customer Preferred Ordering System. The system tracks the quickest-selling color/equipment combinations on a model-by-model, zone-by-zone basis.

Day heads Rover's parent

LONDON — Rover Group Chairman Graham Day has assumed chairmanship of Rover's parent company, British Aerospace, which is under financial seige.

British Aerospace anticipates profits of $260 million for the year, only half its earlier projection, and is trying to raise money

see LATE NEWS, 2

Honda nabs third in car sales

'91 model year misses 13 million

JIM HENRY
Staff Reporter

NEW YORK — In terms of new-car sales at least, the U.S. Big 3 are now General Motors, Ford Motor Co. — and American Honda Motor Co. Inc.

Honda and Acura cars outsold Chrysler Corp. cars in the 1991 model year.

And Toyota Motor Sales U.S.A. Inc. nearly caught Chrysler in car sales. Combined Toyota-Lexus sales trailed Chrysler by 1,445 units.

But that's comparing apples to apples. Counting apples plus oranges, Chrysler is still No. 3 in the industry when light trucks and minivans are included.

In fact, Chrysler was the only U.S.. manufacturer to gain light-truck market share in the model year. Its combined car and truck sales fell 9.8 percent, matching the industry's decline.

Sales for the entire industry fell 9.9 percent to about 12.6 million units for the model year that ended last week. That includes about 8.4 million cars and 4.2 million light trucks. It was the first time since 1983 that new-vehicle sales dropped below 13 million units.

Ford was the No. 1 car-truck seller, and Ford also was the top light-truck seller. Ford said its new-for-1991 Explorer sport-utility set a model-year volume record for the segment and outsold its next two competitors combined.

see SALES, 40

TOP 10 SELLERS, MODEL YEAR 1991

	Sales
1. Ford F-series pickup	431,353
2. Chevrolet C/K pickup	423,324
3. Honda Accord	379,704
4. Ford Taurus	296,623
5. Chevrolet Cavalier	281,378
6. Toyota Camry	266,631
7. Ford Escort	264,363
8. Ford Ranger	244,773
9. Ford Explorer	243,593
10. Honda Civic	240,586

Source: Automotive News Data Center

Ford spends to beat Chevy

KATHY JACKSON
Staff Reporter

Ford Division declares its candidate the winner. Chevrolet concedes but cries foul.

And so it stands after Ford Division passed Chevrolet in the last turn and kept the coveted crown of seller of the most popular vehicle in the United States for the 10th straight model year.

see BATTLE, 40

JOE WILDSEN/AN

Top Mercedes

Erich Krampe, president of Mercedes-Benz of North America, shows the $127,800 600SEL, the top model of the new S class. Stories on Page 8 and 16.

Dealers hit Ford parts changes

JOSEPH BOHN
Staff Reporter

Ford Motor Co.'s plan to revamp discounts and incentives on its dealer parts programs is alarming dealers. The plan could cost dealers earning $400,000 a year a quarter of their income.

But Jack Clissold, general sales and marketing manager for Ford Parts and Service Division, said the company is only remixing its parts marketing and distribution funds for greater effectiveness. He said the company will not benefit financially from the program changes.

Supplying on time the thousands of parts dealers need has become

see PARTS, 39

Honda prepares minivan for U.S.

KRISTINE STIVEN BREESE
Staff Reporter

LA JOLLA, Calif. — American Honda Motor Co. executives said last week that Honda is developing a product that will satisfy dealers' desire for a minivan.

"We are working on a minivan. It's just a matter of when," said Takeo Okusa, executive vice president of automobile sales.

In a separate interview, Thomas Elliott, executive vice president of automobile sales operations, said, "We are working on something. Within the next five years we will have a product that will address" dealers' requests for a minivan.

The statements mark a shift in public comments about the prospects of a Honda minivan. In the past, Honda executives have only said they were studying the issue.

And indeed in Japan, a spokesman for Honda Motor Co. Ltd. last week echoed the previous line, saying Honda is "investigating" the possibility.

But the spokesman conceded that under Honda's regional development philosophy, where products are designed in their primary markets, any minivan entry would be designed and developed in the United States.

MORE FROM HONDA
Rover teams up ➤ 3
'92s unveiled ➤ 25

Elliott: Minivan addresses dealers' requests

"One of the biggest bottlenecks now is that we don't have a facility where we can build" a minivan, the spokesman said. He said a minivan wouldn't necessarily require a new plant, but it would need a new assembly line.

The issue has been a hot one for Honda, which is the only major Japanese automaker in the United States that hasn't offered a van or van-like product. Although Honda's car sales have continually outperformed the industry, Honda dealers have been left out of one of the strongest segments in the in-

see HONDA, 42

Saab moves to Atlanta; CEO quits

JIM HENRY
Staff Reporter

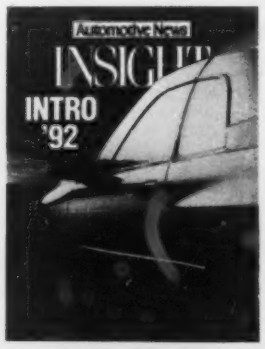
ORANGE, Conn. — Saab Cars USA has torn itself up by the roots, dismissing nearly nine-tenths of its headquarters staff in a shake-up that goes beyond moving to the Atlanta area next year.

The timing of the move is driven by the fact that Saab Automobiles AB and its partner, General Motors Europe, are set to replace the elderly 900 model, probably around 1993, and Saab wants to have the new organization in gear before then.

By that time, the company won't look much like it does now.

Saab last week offered to move only 20 managers to Atlanta, out

see SAAB, 41



The '92s are here

Complete specifications on all 1992 models and company-by-company details of changes for the new model year appear in this week's *Automotive News Insight*, following Page 22.

Japanese hike program-car sales 4

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September car sales declined again in Japan. PAGE 41

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HANS G. LEHMANN/HIDDEN IMAGE

New 'baby' Mercedes

Mercedes-Benz is preparing a new 190 to be launched in Europe next summer and arrive in the United States in the 1993 model year. The new design is rounder with a lower front grille, while overall length and wheelbase are slightly longer. The lineup will include a sedan and wagon, and possibly a coupe and four-seat convertible. Power will come from four- and six-cylinder engines, ranging from a small diesel to a 2.8-liter inline six that makes more than 200 hp.

latenews

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with a new stock offering.

Rover watchers fear that a consortium of investors could end up with 30 percent of the company and force British Aerospace to sell Rover Group to reduce its debt.

Mitsubishi, Daimler to hold more talks

TOKYO — The Mitsubishi group and Daimler Benz AG will hold their third joint meeting this week in Germany, and although no auto issues are on the agenda. Mitsubishi Motors President Hirokazu Nakamura will attend.

The most concrete result in the auto sector from earlier meetings in Singapore and Tokyo was an agreement to sell Mercedes-Benz vehicles through Mitsubishi dealers in Japan. The two industrial groups have discussed joint development of a sport-utility, and Nakamura said those talks were continuing with some enthusiasm. He said there is virtually no possibility of a tie-up on passenger car production, but another possible area of agreement is cooperation in Eastern Europe.

Animal rights group protests GM research

ALBANY, N.Y — The animal rights group People for the Ethical Treatment of Animals picketed GMC Truck's exhibit at the Empire State Truck and Van Show last Friday.

About 15 protesters carried posters saying, "Save an animal. Buy a Chrysler," "Save an animal. Buy a Ford," and "General Motors: the Heartbreak of America."

Diagrams of a pig strapped into seat belts were also displayed. Some show attendees joined the protest.

The picketing was against passenger-safety research conducted or funded by GM using live pigs, dogs and other animals. GM maintains that it conducts animal research only when information from advanced computer modeling techniques and sophisticated crash dummies is insufficient.

Taurus cargo bin probed after child suffocates

WASHINGTON (AP) — The government is investigating Ford Taurus and Mercury Sable wagons after a 5-year-old child suffocated inside a rear storage compartment.

The National Highway Traffic Safety Administration said it has received four reports of children getting stuck inside the cars' storage areas. The child died June 25 in Beaufort, N.C., a spokesman said. In the other cases, family members helped the children escape.

The investigation involves an estimated 530,000 Taurus and Sable wagons built since the 1986 model year. A Ford spokesman said the company is cooperating with the investigation and exploring improvements for the storage area's latch system.

NHTSA also said that it has upgraded its investigation of reports of power steering failure in the 1988-90 Subaru XT6.

Allison debuts world transmission

INDIANAPOLIS — General Motors' Allison Transmission Division launched production of the new electronically controlled six-speed automatic "world transmission" family it has been developing since 1984.

The new transmissions, for medium and heavy commercial truck and bus markets, have closed-loop and adaptive controls to continuously read and adjust to operating conditions.

The $600 million program was launched with a new MD mid-range diesel engine transmission, and will include new versions for different commercial markets every six months over the next several years.

Honda hopes for a lot from modest ad increase

TORRANCE, Calif. — American Honda Motor Co. faces the task of introducing three new models, protecting the Accord as the best-selling car in the United States and mounting a corporate campaign to maintain the selling power of its brand name.

All these strategies will be executed with an ad budget that's only up modestly from 1991 model-year spending, reports *Advertising Age*, a sister publication to *Automotive News*.

Honda's ad spending totaled $115 million in calendar 1990, according to LNA/Arbitron Multi-Media Service.

To make the most of that budget, the company will air many of its spots in 15-second versions, a first for Honda. The commercials will be paired, since most of the media buys involve 30-second units.

Mazda gets 50% off in Time Warner package

IRVINE, Calif. — Mazda Motor of America Inc.'s new three-year, $96 million cross-media package with Time Warner yielded a media efficiency of 2-to-1, reports *Advertising Age*, a sister publication to *Automotive News*.

That means Mazda negotiated 50 percent off the full price of the media.

Mazda got value-added deals as well. For example, 20 magazines carrying Mazda ads this fall will also host luncheons for select subscribers. The elaborate affairs will include a featured speaker and end with a test drive of the 929 or the MX-3.

Mazda's heavy-duty negotiations were necessary because its ad budget will remain level despite plans to introduce five new models in seven months.

Ford to lay off 340 is Australia

DEARBORN, Mich. — Ford of Australia will lay off 340 of its 1,600 salaried workers between now and the end of the year.

Ford spokeswoman Judith Muhlerg says the cutbacks will be a combination of early and special retirements and layoffs.

briefly

Dealer bullish for promotion

The escape of a 450-pound bull used as an auto sales promotion turned a city street into a rodeo, reports The Associated Press. Hank, a seven-month-old bull, was traded to Cloverleaf **Lincoln-Mercury-Jeep-Eagle-Isuzu** in Decatur, Ala., by a man who was buying a new Lincoln Town Car. Sales Manager Tim Bates said the customer was "$450 shy and he threw this bull in." The dealership decided to use Hank as a sales promotion, but the bull had other ideas. He escaped from his pen and ran by a jewelry store and an office complex, pursued by would-be cowboys from the dealership. Police and a veterinarian were called and the vet finally lassoed Hank. Hank is now in his dealership corral and will be raffled away Oct. 19.

CHRYSLER'S GREAT RACE — This is one time it's safe to say the folks at **Chrysler Corp.** are full of hot air. The company said it will sponsor the Great Chrysler Transatlantic Balloon Race next summer. Ten helium and hot-air balloons will race across the Atlantic from America to Europe. The event celebrates the crossing of the Atlantic by Christopher Columbus 500 years ago and promotes Chrysler's return to the European market in 1988. The winner will receive £10,000 and a Chrysler Voyager. Chrysler will sponsor the Chrysler Voyager balloon.

NO CROOKS HERE — General Motors spokespersons were quick to react indignantly when *The Wall Street Journal* reported last week that Chairman Robert Stempel and other top executives sold millions of dollars worth of GM common stock shortly before an Aug. 8 meeting with securities analysts. A day after the briefing, when analysts were told that a turnaround in GM's North American operations would not happen soon, GM's stock fell 3.5 percent. The story said Stempel sold nearly a quarter of his GM common stock, plus some GM-EDS common stock — pulling in $1.01 million — just a day before the briefing. Several other top officials also sold shares just days before the meeting. But GM spokesmen said the stock sales occurred in one of the few short periods during which such transactions are allowed.

Stempel: an innocent man

GOING SOUTH — Mercedes-Benz has no plans to export Mexican-built cars to the United States, says Erich Krampe, president of **Mercedes-Benz of North America.** The German automaker will begin small-volume kit production in Mexico in the 1993 model year for that country's domestic market. And if the venture expands for export production, "we see it going south, not north," Krampe says.

PIGGING OUT — Forget S-curves, wet roads and gorgeous models. The way to sell cars is with big, pink farm animals — well, sort of. Just ask Rubin Postaer and Associates Los Angeles, the agency that helped make the **Honda** Accord the best-selling car in the United States. In its ad for the new 1992 Civic, the car maneuvers around the legs of a six-ton, 45-foot-tall, 70-foot-long pink piggy bank. The announcer says, "Introducing the new Civic: It doesn't break the bank."

Mercedes: We're not fleeing Japanese

JIM HENRY
Staff Reporter

Mercedes-Benz of North America Inc. strongly disputes the notion that it is "fleeing upmarket" from Japanese competition, even as it introduces a new S class that raised the price of the cheapest S-class car by $15,500.

"We are not fleeing the market at all. We are strengthening our bases," said Erich Krampe, president and chief executive officer, at a 1992 preview in Detroit.

But the new S class, which tops out at $127,800 for the 600SEL sedan, undeniably moves Mercedes into loftier territory. After all, the $15,500 increase from the 1991 300SE to the $69,400 model for 1992 represents a 28.8 percent increase, almost enough to cover the $16,323 transaction price of the average new car nationwide.

The $69,400 models are the 300SD and 300SE sedans. Each replaces two models priced at $53,900 and $57,800.

Due chiefly to the S class, the sales-weighted average price of Mercedes' entire 1992 lineup has jumped $7,000 over last year.

PRODUCT STORIES
A peek at the new 190 ➤ 2
'92 lineup details ➤ 16

Krampe argued that Mercedes is carving out new territory that will find buyers in an expanding luxury car market.

If Mercedes wanted to "flee" upmarket, he insisted, it wouldn't be a safe strategy for very long because he feels the Japanese will follow into higher luxury segments by the middle of the decade. Lexus and Infiniti now top their lines with sedans in the low-$40,000s range, and Acura's NSX lists for more than $60,000.

"I expect them to have models that shoot for the S-class range by the mid-1990s," Krampe said. He thinks they will test the market first with longer-wheelbase versions of current cars.

Meanwhile, Mercedes has promised to shorten product cycles to eight years and to introduce at least one "significant" new model every year through the mid-1990s.

Besides the SL (1990) and S-class replacements, recent introductions include the four-cylinder 190E 2.3, two diesel models and V-8 power for the 300 class in the 1992 400E and 500E. An S-class coupe, which will make its world debut in January at Detroit's auto show, and a 300-class convertible are due next year.

The next series to be replaced is the entry-level 190, which was introduced in 1984. That should represent further evidence whether Mercedes intends to "flee" from the Japanese. The 190 replacement is due in Europe late next year or early in 1993.

Krampe has acknowledged for a long time that Mercedes is unlikely ever to regain the sales volume it reached in the mid-1980s, with a record 99,314 in 1986, artificially helped by a year-end rush because of tax changes.

Mercedes projected sales of about 65,000 cars for this year, which would be about 17 percent behind 78,375 last year. Through September, sales were 21.7 percent behind last year. The projection for 1992 also is about 65,000 cars, including about 20,000 of the new S-class models.

Mercedes executives said they intend to stay in every segment Mercedes presently occupies and to protect a market share of about 7.5 percent of the market for cars over $25,000 and a dominant share of about 56 percent of the cars over $55,000.

For now, at least, hardly anybody else makes cars over $55,000. AN

National Editor David Versical in Detroit contributed to this report.

Mercedes debuts low-priced 180E

SYDNEY, Australia — Mercedes-Benz AG last week launched a stripped-down version of its smallest car, the entry-level 190E, in the Australian market and said it is considering it for other countries as well.

The new model, called the 180E, will be priced at $35,500 (U.S.) in Australia, $15,000 less than a standard 1.8-liter 190E. It will be identical in all respects to the 190E but will not have anti-lock brakes, metallic paint or the 190's front arm rest and rear head rests.

A Mercedes spokesman in Stuttgart, Germany, said the company sells lower-priced versions of the 190E in other markets, but not as a designated 180. The company is considering exporting the new designation to countries other than the United States, where the entry model is not needed, the spokesman said.

Energy bill pairs traditional adversaries

CAFE to be top topic when debate begins

MAX GATES
Staff Reporter

WASHINGTON — Dan Becker sees an "unholy alliance" developing between his Sierra Club and the nation's automakers. Their mutual goal: To defeat the comprehensive energy bill scheduled for debate in the Senate later this month.

Their reasons for opposing the bill are vastly different.

The Sierra Club opposes provisions that would open the last pristine wilderness of Alaska to oil exploration. The automakers are fighting tightened corporate average fuel economy requirements that are almost certain to be included if the bill is to pass.

"Neither one of us is strong enough to kill it by ourselves. But together, we might be able to do it," Becker said.

The Senate is scheduled to take up the energy bill shortly after its return from a recess Oct. 15, and CAFE will be first on the docket, the bill's co-sponsor, Sen. Bennett Johnston, D-La., said last week.

While sources in the office of Senate Majority Leader George Mitchell say the date is not firm, the debate is expected before the end of the month. And the Office of Technology Assessment is rushing to complete a study on fuel economy technology for use in the debate.

Johnston's bill, reported out by the Senate Energy Committee last May, would give the Department of Transportation power to set new CAFE standards at levels it deems technologically feasible.

But Johnston said last week that he intends to introduce an amendment to his own bill, setting CAFE standards at 30.2 mpg by 1996, rising to 37 mpg a decade later. Johnston's amendment would let the secretary of transportation adjust those standards by 1 mpg.

"I don't think we'll get the support we need without some (CAFE) numbers in the bill," Johnston said.

Also on the table will be a CAFE bill sponsored by Sen. Richard Bryan, D-Nev., which was approved by the Senate Commerce Committee last spring. Bryan's bill puts far more demands on automakers to improve fuel economy, requiring each manufacturer to increase its 1988 CAFE by 20 percent by the 1996 model year and 40 percent in the 2001 model year.

While some observers say support for the Bryan proposal is waning, senators with environmental concerns are expected to push for the tougher CAFE numbers.

> "We want a number that represents as far as we can push the auto companies, without hurting jobs, market share or the economy of the United States"
>
> **MALCOLM WALLOP**
> U.S. SENATOR

■ HOW FAR TO PUSH AUTOMAKERS?

The Sierra Club's Becker, while envisioning an "unholy alliance" with the automakers down the road, will start off on the opposite side of the fence — pushing for the stricter CAFE requirements. "Increasing fuel economy is the biggest single step to curbing global warming and saving oil," he said.

While few would argue with those goals, the question the Senate must resolve is how much can fuel economy be increased in the next decade.

"We want a number that represents as far as we can push the auto companies, without hurting jobs, market share or the economy of the United States," said Sen. Malcolm Wallop, R-Wyo., co-author of the energy bill.

Determining how far the auto companies can be pushed won't be easy.

Automakers say they don't have the technology right now to meet dramatically higher fuel economy requirements. And they say tough times in the industry have left them without the engineering manpower to produce technology breakthroughs. Without breakthroughs, increased fuel efficiency can be gained only by downsizing cars, sacrificing safety and consumer appeal, the automakers argue.

In addition, the automakers are already confronted with dozens of new engineering requirements from last year's Clean Air Act amendments and from safety requirements coming on line in the next few years.

"Our problem is trying to balance all those goals in a car that will hit the market five years from now," David Kulp, Ford Motor Co.'s fuel economy chief, told a House subcommittee last week. Kulp was testifying on behalf of the Motor Vehicle Manufacturers Association on fuel economy technology.

Fuel efficiency is barely among consumer's top 10 concerns in buying a new car, Kulp said, "and if the cars don't sell, they won't play any role in fuel economy."

■ SAFETY ADDS WEIGHT

New emissions and safety equipment already required by law will add weight to future cars, making it more difficult to achieve greater fuel economy, said Philip Haseltine, executive director of the American Coalition for Traffic Safety, an industry group.

"What we're asking is that, as you calculate CAFE numbers, back off enough to let the auto manufacturers add the safety equipment," Haseltine said in testimony before House members last week.

But consultants for environmental, consumer and highway safety groups contend the technology already exists for improving fuel economy without any sacrifice in safety. Hybrid vehicles, lean-burn engines, weight cutting materials and transmission adjustments can produce improvements without breakthroughs, they say.

"Our calculations show that 57 mpg will be possible in a car comparable in size and performance to the Honda Accord or Chevrolet Corsica," said K.G. Duleep, a consultant on government and private studies of fuel economy.

> "As you calculate CAFE numbers, back off enough to let automakers add safety equipment."
>
> **PHILIP HASELTINE**
> COALITION FOR TRAFFIC SAFETY

The Senate's CAFE debate is scheduled just two weeks after the EPA released its fuel economy ratings for the 1992 models. Among them is the 1992 Honda Civic VX hatchback, whose 55 mpg highway rating will likely be addressed in the debate. That economy level was achieved with existing technology, according to Eiji Amito, senior vice president of American Honda Motor Co. Inc.

But the Civic VX does not meet standards for nitrogen oxide emissions coming on line in California in 1994, and the current California model has been altered to meet emissions laws at the cost of fuel efficiency.

And, said Amito, "This is not a fast car. We are not so sure how customers will respond to this new vehicle." AN

PASSENGER CAR CAFE

model year	CAFE standard mpg	Overall average mpg	Domestic average mpg	Import average mpg
1987	26.0	28.5	27.0	31.2
1988	26.0	28.8	27.4	31.5
1989	26.5	28.4	27.2	30.8
1990	27.5	28.0	26.9	29.8
1991*	27.5	28.3	27.4	29.8

*Estimate
Source: NHTSA

No gains seen for '92 mileage

JACK KEEBLER
Staff Reporter

The EPA's fuel economy report for 1992 models gives no sign that a declining trend in fuel economy will be reversed in the coming year.

The report, which appears on Pages 26-27, lists fuel-economy ratings for 1992 cars and trucks. And although corporate averages will not be calculated for months, a preliminary numbers crunching by the EPA indicates that fuel economy will continue to fall.

"Things are not getting any better," said an official at the EPA Emissions and Certification Laboratory in Ann Arbor, Mich. "In fact, they appear to be very slightly worse than last year."

The National Highway Traffic Safety Administration's corporate average fuel economy numbers show that despite a small improvement in 1991, the nation's passenger car fuel economy average of 28.3 mpg last year was lower than in 1987.

According to NHTSA's 1991 model year figures, which are estimates, cars in the Big 3's domestic fleet matched their 1988 peak of 27.4 mpg. Cars classified as imports, meanwhile, stayed at 29.8 mpg for the second straight year.

NHTSA does not break down the import fleet by origin. But an EPA analysis of fuel economy trends released last May said that European cars' mpg peaked at 28.8 in 1981 and have stabilized near 25 for the past four years. The Asians, despite maintaining relatively high overall economy, have had a precipitous fall as they've introduced larger cars and more performance and luxury models. According to the report, Asian mpg ratings peaked five years ago at 32.9 mpg and dropped below 31 mpg for 1990-91.

The EPA fuel economy numbers are slightly lower than those used by NHTSA, which administers the nation's fuel-economy laws. NHTSA's numbers are adjusted to compensate for a change in test procedures.

EPA fuel-economy numbers for the 1992 cars listed range from 9 mpg in the city for the 200-mph Lamborghini Diablo to 53 mpg city for the Geo Metro XFi. AN

1992 EPA mileage specifications

Car Line	Est mpg City	Est mpg Hwy	Displ (liters)	Trans
Two Seaters				
Acura NSX	18	24	3.0	L4
Acura NSX	19	24	3.0	M5
Alfa Romeo Spider	22	25	2.0	A3
Alfa Romeo Spider	22	30	2.0	M5
Cadillac Allante	15	22	4.5	L4
Chevrolet Corvette	16	25	5.7	M6
Chevrolet Corvette	17	25	5.7	L4
Chevrolet Corvette	17	25	5.7	M6
Ferrari F40	12	17	2.9	M5
Ferrari Testarossa	11	16	4.9	M5
Ferrari 348 TB/TS	13	18	3.4	M5
Geo Metro LSi Convertible	32	38	1.0	A3
Geo Metro LSi Convertible	41	46	1.0	M5
Jaguar XJS Convertible	13	17	5.3	A3
Lamborghini DB13 Diablo	9	14	5.7	M5
Lotus Elan	24	31	1.6	M5
Lotus Esprit Turbo	17	27	2.2	M5
Mazda MX-5 Miata	23	28	1.6	L4
Mazda MX-5 Miata	24	30	1.6	M5
Mazda RX-7	17	24	1.3	L4
Mazda RX-7	16	25	1.3	M5
Mercedes-Benz 300SL	16	23	3.0	A5
Mercedes-Benz 300SL	16	23	3.0	M5
Mercedes-Benz 500SL	14	18	5.0	A4
Nissan 300ZX	18	24	3.0	L4
Nissan 300ZX	18	23	3.0	L4
Nissan 300ZX	18	24	3.0	M5
Nissan 300ZX	18	24	3.0	M5
Porsche 911 Carrera 4 2	17	25	3.6	M5
Porsche 911 Carrera 4 2	15	23	3.6	M5
Porsche 911 Carrera 4 2	16	23	3.6	S4
Toyota MR2	20	27	2.0	M5
Toyota MR2	22	29	2.2	L4
Toyota MR2	22	28	2.2	M5
Minicompact Cars				
Mercury Capri	23	27	1.6	L4
Mercury Capri	25	31	1.6	M5
Mercury Capri	23	28	1.6	M5
Nissan NX	27	36	1.6	L4
Nissan NX	28	38	1.6	M5
Nissan NX	23	29	2.0	L4
Nissan NX	23	30	2.0	M5
Nissan 240SX	21	26	2.4	L4
Nissan 240SX	22	27	2.4	M5
Porsche 911 Carrera 4 2	17	25	3.6	M5
Porsche 911 Carrera 4 2	15	23	3.6	M5
Porsche 911 Carrera 4 2	16	23	3.6	S4
Porsche 911 Turbo	13	21	3.3	M5
Toyota Celica Convertible	21	27	2.2	L4
Toyota Celica Convertible	22	28	2.2	M5
Toyota Paseo	26	32	1.5	L4
Toyota Paseo	28	34	1.5	M5
Volkswagen Cabriolet	23	28	1.8	A3
Volkswagen Cabriolet	25	32	1.8	M5
Subcompact Cars				
Aston Martin Virage	12	15	5.3	L3
Aston Martin Virage	12	17	5.3	M5
Audi 80	18	25	2.3	L4
Audi 80	20	26	2.3	M5
Audi 80 Quattro	18	24	2.3	M5
BMW 318i Convertible	20	26	1.8	M5
BMW 325i Convertible	18	23	2.5	L4
BMW 325i Convertible	17	24	2.5	M5
BMW 325i	18	25	2.5	L4
BMW 325i	16	26	2.5	M5
BMW 850i	12	18	5.0	L4
BMW 850i	12	19	5.0	M6
Chevrolet Camaro	18	27	3.1	L4
Chevrolet Camaro	17	27	3.1	M5
Chevrolet Camaro	17	26	5.0	L4
Chevrolet Camaro	16	25	5.0	L4
Chevrolet Camaro	17	26	5.0	M5
Chevrolet Camaro	16	26	5.0	M5
Chevrolet Camaro	17	25	5.7	L4
Chevrolet Cavalier	23	32	2.2	L3
Chevrolet Cavalier	25	36	2.2	M5
Chevrolet Cavalier	20	28	3.1	L3
Chevrolet Cavalier	19	28	3.1	M5
Chrysler LeBaron Convertible	22	28	2.5	L3
Chrysler LeBaron Convertible	18	24	2.5	L3
Chrysler LeBaron Convertible	21	27	2.5	M5
Chrysler LeBaron Convertible	20	26	3.0	L4
Chrysler LeBaron Convertible	18	27	3.0	M5
Daihatsu Charade	38	42	1.0	M5
Daihatsu Charade	30	32	1.3	A3
Daihatsu Charade	35	38	1.3	M5
Dodge Colt	28	31	1.5	L3
Dodge Colt	31	36	1.5	M4
Dodge Colt	28	35	1.5	M5
Dodge Daytona	19	27	2.2	M5
Dodge Daytona	23	27	2.5	L3
Dodge Daytona	18	24	2.5	L3
Dodge Daytona	23	31	2.5	M5
Dodge Daytona	21	27	2.5	M5
Dodge Daytona	20	27	3.0	L4
Dodge Daytona	19	28	3.0	M5
Dodge Shadow Convertible	23	27	2.5	L3
Dodge Shadow Convertible	19	24	2.5	L3
Dodge Shadow Convertible	23	31	2.5	M5
Dodge Shadow Convertible	20	26	2.5	M5
Dodge Stealth	18	24	3.0	L4
Dodge Stealth	18	23	3.0	L4
Dodge Stealth	19	24	3.0	M5
Dodge Stealth	18	24	3.0	M5
Dodge Stealth	18	24	3.0	M5
Eagle Summit	28	31	1.5	L3
Eagle Summit	26	32	1.5	L4
Eagle Summit	31	36	1.5	M4
Eagle Summit	29	35	1.5	M5
Eagle Talon	19	23	2.0	A4
Eagle Talon	18	21	2.0	A4
Eagle Talon	22	27	2.0	L4
Eagle Talon	22	29	2.0	M5
Eagle Talon	21	28	2.0	M5
Eagle Talon	20	25	2.0	M5
Ferrari Mondial T Cabriolet	13	17	3.4	M5
Ford Festiva	31	33	1.3	A3
Ford Festiva	35	41	1.3	M5
Ford Mustang	21	28	2.3	L4
Ford Mustang	22	30	2.3	M5
Ford Mustang	18	25	5.0	L4
Ford Mustang	17	24	5.0	M5
Geo Metro	36	39	1.0	A3
Geo Metro	46	50	1.0	M5
Geo Metro LSi	36	39	1.0	A3
Geo Metro LSi	46	50	1.0	M5
Geo Metro XFi	53	58	1.0	M5
Geo Prizm	25	29	1.6	L3
Geo Prizm	23	30	1.6	L4
Geo Prizm	28	33	1.6	M5
Geo Prizm	25	31	1.6	M5
Geo Storm	24	31	1.6	A3
Geo Storm	30	36	1.6	M5
Geo Storm	22	30	1.8	L4
Geo Storm	23	31	1.8	M5
Honda Civic	30	37	1.5	L4
Honda Civic	35	40	1.5	M5
Honda Civic	40	47	1.5	M5
Honda Civic	42	48	1.5	M5
Honda Civic	27	34	1.6	L4
Honda Civic	29	36	1.6	M5
Honda Civic Hatchback VX	44	51	1.5	M5
Honda Civic Hatchback VX	48	55	1.5	M5
Hyundai Excel	27	32	1.5	L3
Hyundai Excel	30	36	1.5	M4
Hyundai Excel	28	32	1.5	L4
Hyundai Excel	29	33	1.5	M4
Hyundai Excel	29	36	1.5	M5
Hyundai Scoupe	25	32	1.5	L4
Hyundai Scoupe	26	34	1.5	M5
Infiniti M30	19	25	3.0	L4
Isuzu Impulse	22	28	1.6	M5
Isuzu Impulse	22	30	1.8	L4
Isuzu Impulse	23	31	1.8	M5
Jaguar XJS Coupe	13	18	5.3	A3
Lexus SC300/SC400	18	22	3.0	L4
Lexus SC300/SC400	18	22	4.0	L4
Mazda MX-3	25	32	1.6	L4
Mazda MX-3	29	35	1.6	M5
Mazda MX-3	20	27	1.8	L4
Mazda MX-3	23	28	1.8	M5
Mercedes-Benz 190E 2 3	20	26	2.3	A4
Mercedes-Benz 190E 2 3	20	28	2.3	M5
Mercedes-Benz 190E 2 6	20	25	2.6	A4
Mercedes-Benz 190E 2 6	19	27	2.6	M5
Mitsubishi Eclipse	23	30	1.8	L4
Mitsubishi Eclipse	23	32	1.8	M5
Mitsubishi Eclipse	19	23	2.0	A4
Mitsubishi Eclipse	18	21	2.0	A4
Mitsubishi Eclipse	22	27	2.0	L4
Mitsubishi Eclipse	22	29	2.0	M5
Mitsubishi Eclipse	21	28	2.0	M5
Mitsubishi Eclipse	20	25	2.0	M5
Mitsubishi Mirage	28	31	1.5	L3
Mitsubishi Mirage	26	32	1.5	L4
Mitsubishi Mirage	31	36	1.5	M4
Mitsubishi Mirage	29	35	1.5	M5
Mitsubishi Mirage	22	28	1.6	L4
Mitsubishi Mirage	23	28	1.6	M5
Mitsubishi 3000GT	18	24	3.0	L4
Mitsubishi 3000GT	19	24	3.0	M5
Mitsubishi 3000GT	18	24	3.0	M5
Nissan Sentra	28	33	1.6	L3
Nissan Sentra	27	36	1.6	L4
Nissan Sentra	29	37	1.6	M4
Nissan Sentra	29	39	1.6	M5
Nissan Sentra	24	31	2.0	L4
Nissan Sentra	24	32	2.0	M5
Nissan 300ZX	18	24	3.0	L4
Nissan 300ZX	18	24	3.0	M5
Plymouth Colt	28	31	1.5	L3
Plymouth Colt	31	36	1.5	M4
Plymouth Colt	29	35	1.5	M5
Plymouth Laser	23	30	1.8	L4
Plymouth Laser	23	32	1.8	M5
Plymouth Laser	19	23	2.0	A4
Plymouth Laser	22	27	2.0	L4
Plymouth Laser	22	29	2.0	M5
Plymouth Laser	21	28	2.0	M5
Plymouth Laser	20	25	2.0	M5
Pontiac Firebird Trans Am	18	27	3.1	L4
Pontiac Firebird Trans Am	17	27	3.1	M5
Pontiac Firebird Trans Am	17	26	5.0	L4
Pontiac Firebird Trans Am	17	25	5.0	L4
Pontiac Firebird Trans Am	17	26	5.0	M5
Pontiac Firebird Trans Am	16	26	5.0	M5
Pontiac Firebird Trans Am	17	25	5.7	L4
Pontiac Sunbird	23	31	2.0	L3
Pontiac Sunbird	25	35	2.0	M5
Pontiac Sunbird	20	28	3.1	L3
Pontiac Sunbird	19	28	3.1	M5
Bentley Continental	10	14	6.8	L4
Rolls-Royce Corniche IV	10	14	6.8	L4
Saab 900 Convertible	18	21	2.0	A3
Saab 900 Convertible	20	26	2.0	M5
Saab 900 Convertible	18	21	2.1	A3
Saab 900 Convertible	20	26	2.1	M5
Saturn SC	23	32	1.9	L4
Saturn SC	24	33	1.9	M5
Subaru Justy	33	37	1.2	M5
Subaru Justy	33	35	1.2	AV
Subaru Justy	33	37	1.2	M5
Subaru Justy 4wd	31	31	1.2	AV
Subaru Justy 4wd	28	32	1.2	M5
Subaru SVX	17	25	3.3	L4
Suzuki Swift	36	39	1.0	A3
Suzuki Swift	46	50	1.0	M5
Suzuki Swift	29	34	1.3	A3
Suzuki Swift GT	39	43	1.3	M5
Suzuki Swift GT	28	35	1.3	M5
Toyota Celica	24	31	1.6	L4
Toyota Celica	25	32	1.6	M5
Toyota Celica	19	24	2.0	M5
Toyota Celica	21	28	2.2	L4
Toyota Celica	22	29	2.2	M5
Toyota Corolla	26	29	1.6	L3
Toyota Corolla	26	33	1.6	L4
Toyota Corolla	28	33	1.6	M5
Toyota Supra	18	23	3.0	L4
Toyota Supra	18	23	3.0	L4
Toyota Supra	18	23	3.0	M5
Toyota Supra	17	23	3.0	M5
Toyota Tercel	26	29	1.5	L3
Toyota Tercel	32	37	1.5	M4
Toyota Tercel	29	36	1.5	M5
Volkswagen Corrado	19	27	1.8	L4
Volkswagen Corrado	20	28	1.8	M5
Volkswagen Fox	25	32	1.8	M4
Volkswagen Fox	25	33	1.8	M5
Compact Cars				
Acura Legend	19	24	3.2	L4
Acura Legend	18	26	3.2	M5
Acura Vigor	20	25	2.5	L4
Acura Vigor	20	26	2.5	M5
Alfa Romeo 164	18	25	3.0	L4
Alfa Romeo 164	18	27	3.0	M5
Alfa Romeo 164	17	25	3.0	M5
BMW M5	12	23	3.5	M5
BMW 525i	17	25	2.5	L4
BMW 525i	17	25	2.5	M5
BMW 535i	16	22	3.4	L4
BMW 535i	15	23	3.4	M5
Buick Skylark	19	29	3.3	L3
Chevrolet Beretta	23	31	2.2	L3
Chevrolet Beretta	25	34	2.2	M5
Chevrolet Beretta	20	28	3.1	L3
Chevrolet Beretta	19	28	3.1	M5
Chevrolet Corsica	23	31	2.2	L3
Chevrolet Corsica	25	34	2.2	M5
Chevrolet Corsica	20	28	3.1	L3
Chevrolet Corsica	19	28	3.1	M5
Chrysler LeBaron	23	27	2.5	L3
Chrysler LeBaron	20	25	2.5	L3
Chrysler LeBaron	21	27	2.5	M5
Chrysler LeBaron	21	26	3.0	L3
Chrysler LeBaron	20	27	3.0	L4
Chrysler LeBaron	20	26	3.0	M5
Dodge Shadow	24	28	2.2	L3
Dodge Shadow	26	32	2.2	M5
Dodge Shadow	23	27	2.5	L3
Dodge Shadow	20	25	2.5	L3
Dodge Shadow	23	31	2.5	M5
Dodge Shadow	20	26	2.5	M5
Ford Escort	23	30	1.8	L4
Ford Escort	26	31	1.8	M5
Ford Escort	25	35	1.9	L4
Ford Escort	30	37	1.9	M5
Ford Escort	32	40	1.9	M5
Ford Probe	21	28	2.2	L4
Ford Probe	19	25	2.2	L4
Ford Probe	24	31	2.2	M5
Ford Probe	21	27	2.2	M5
Ford Probe	18	24	3.0	L4
Ford Probe	19	26	3.0	M5
Ford Tempo	21	26	2.3	A3
Ford Tempo	23	33	2.3	M5
Ford Tempo	20	24	3.0	A3
Ford Tempo	21	28	3.0	M5
Honda Accord	22	29	2.2	L4
Honda Accord	24	30	2.2	M5
Hyundai Elantra	22	29	1.6	L4
Hyundai Elantra	22	29	1.6	M5
Mitsubishi Precis	28	32	1.5	L4
Mitsubishi Precis	29	33	1.5	M4
Mitsubishi Precis	29	36	1.5	M5
Infiniti G20	22	29	2.0	L4
Infiniti G20	24	32	2.0	M5
Isuzu Stylus	28	33	1.6	A3
Isuzu Stylus	31	37	1.6	M5
Isuzu Stylus	23	31	1.8	M5
Jaguar XJ6	17	22	4.0	L4
Lexus ES300	17	24	3.0	L4
Lexus ES300	19	26	3.0	M5
Mercury Topaz	21	26	2.3	A3
Mercury Topaz	23	33	2.3	M5
Mercury Topaz	20	24	3.0	A3
Mercury Topaz	21	28	3.0	M5
Mercury Tracer	23	30	1.8	L4
Mercury Tracer	26	31	1.8	M5
Mercury Tracer	25	35	1.9	L4
Mercury Tracer	30	37	1.9	M5
Mazda Protege	24	29	1.8	L4
Mazda Protege	24	31	1.8	L4
Mazda Protege	25	30	1.8	M5
Mazda Protege	28	36	1.8	M5
Mazda 323	26	33	1.6	L4
Mazda 323	29	37	1.6	M5
Mercedes-Benz 300D 2.5 Turbo	26	31	2.5	A4
Mercedes-Benz 300E	18	23	3.0	A4
Mercedes-Benz 300E 2.6	20	25	2.6	A4
Mercedes-Benz 300E 4MATIC	17	20	3.0	A4
Mitsubishi Diamante	18	25	3.0	L4
Mitsubishi Diamante	18	24	3.0	L4
Mitsubishi Galant	21	27	2.0	L4
Mitsubishi Galant	19	25	2.0	L4
Mitsubishi Galant	21	27	2.0	L4
Mitsubishi Galant	20	26	2.0	M5
Mitsubishi Galant	20	25	2.0	M5
Mitsubishi Galant	19	25	2.0	M5
Mitsubishi Galant	23	30	2.0	M5
Nissan Stanza	21	27	2.4	L4
Nissan Stanza	22	29	2.4	M5
Oldsmobile Achieva	22	29	2.3	L3
Oldsmobile Achieva	19	29	3.3	L3
Plymouth Sundance	24	28	2.2	L3
Plymouth Sundance	26	32	2.2	M5
Plymouth Sundance	23	27	2.5	L3
Plymouth Sundance	20	25	2.5	L3
Plymouth Sundance	23	31	2.5	M5
Plymouth Sundance	20	26	2.5	M5
Pontiac Grand Am	22	29	2.3	L3
Pontiac Grand Am	19	28	3.3	L3
Pontiac LeMans	26	32	1.6	L3
Pontiac LeMans	28	37	1.6	M4
Pontiac LeMans	31	41	1.6	M5
Saab 900	19	23	2.0	A3
Saab 900	21	28	2.0	M5
Saab 900	19	23	2.1	A3
Saab 900	20	27	2.1	M5
Saturn SL	26	35	1.9	L4
Saturn SL	23	32	1.9	L4
Saturn SL	28	38	1.9	M5
Saturn SL	24	33	1.9	M5
Subaru Legacy	22	29	2.2	L4
Subaru Legacy	23	30	2.2	M5
Subaru Legacy 4wd	21	26	2.2	L4
Subaru Legacy 4wd	21	26	2.2	M5
Subaru Legacy 4wd Turbo	18	23	2.2	L4
Subaru Legacy 4WD Turbo	19	25	2.2	M5
Subaru Loyale	24	26	1.8	L3
Subaru Loyale	25	32	1.8	M5
Toyota Camry	21	27	2.2	L4
Toyota Camry	22	29	2.2	M5
Toyota Camry	18	25	3.0	L4
Toyota Camry	19	26	3.0	M5
Toyota Cressida	19	24	3.0	L4
Volkswagen Golf GTI	23	28	1.8	A3
Volkswagen Golf GTI	25	32	1.8	M5
Volkswagen GTI 16V	21	28	2.0	M5
Volkswagen Jetta	37	40	1.6	M5
Volkswagen Jetta	23	28	1.8	A3
Volkswagen Jetta	25	32	1.9	M5
Volkswagen Jetta GLI 16V	21	28	2.0	M5
Volvo 240	20	25	2.3	A4
Volvo 240	21	28	2.3	M5
Mid-Size Cars				
Audi 100	17	25	2.8	L4
Audi 100	19	26	2.8	M5
BMW 735i	15	21	3.4	L4
BMW 750i	12	18	5.0	L4
Buick Century	22	31	2.5	L3
Buick Century	19	26	3.3	L3
Buick Century	19	30	3.3	L4
Buick Regal	19	27	3.1	L3
Buick Regal	19	29	3.1	L4
Buick Regal	18	28	3.8	L4
Buick Riviera	18	27	3.8	L4
Cadillac Seville	16	25	4.9	L4
Cadillac Eldorado	16	25	4.9	L4
Chevrolet Lumina	21	28	2.5	L3
Chevrolet Lumina	19	27	3.1	L3
Chevrolet Lumina	19	29	3.1	L4
Chevrolet Lumina	17	26	3.4	L4
Chevrolet Lumina	17	27	3.4	M5
Chrysler New Yorker	19	25	3.3	L4
Dodge Dynasty	22	28	2.5	L3
Dodge Dynasty	20	27	3.0	L4
Dodge Dynasty	19	25	3.3	L4
Dodge Spirit	19	26	2.2	M5
Dodge Spirit	23	27	2.5	L3
Dodge Spirit	19	24	2.5	L3
Dodge Spirit	23	31	2.5	M5
Dodge Spirit	21	27	2.5	M5
Dodge Spirit	21	25	3.0	L3
Dodge Spirit	20	27	3.0	L4
Ford Taurus	20	29	3.0	L4
Ford Taurus	18	26	3.0	M5
Ford Taurus	18	28	3.8	L4
Ford Thunderbird	20	27	3.8	L4
Ford Thunderbird	17	23	3.8	L4
Ford Thunderbird	17	24	3.8	M5
Ford Thunderbird	17	24	5.0	L4
Hyundai Sonata	20	27	2.0	L4
Hyundai Sonata	20	27	2.0	M5
Hyundai Sonata	18	24	3.0	A4
Infiniti Q45	16	22	4.5	L4
Infiniti Q45 active suspension	14	19	4.5	L4
Lexus LS400	18	23	4.0	L4
Mercury Cougar	20	27	3.8	L4
Mercury Cougar	17	24	5.0	L4
Lincoln Mark VII	17	24	5.0	L4
Mercury Sable	20	29	3.0	L4
Mercury Sable	18	28	3.8	L4
Mazda 626/MX-6	22	28	2.2	L4
Mazda 626/MX-6	19	25	2.2	L4
Mazda 626/MX-6	24	31	2.2	M5
Mazda 626/MX-6	21	28	2.2	M5
Mazda 929	19	24	3.0	L4
Nissan Maxima	19	26	3.0	L4
Nissan Maxima	19	26	3.0	L4
Nissan Maxima	21	26	3.0	M5
Oldsmobile Cutlass Ciera	22	31	2.5	L3
Oldsmobile Cutlass Ciera	19	26	3.3	L3
Oldsmobile Cutlass Ciera	19	30	3.3	L4
Oldsmobile Cutlass Supreme	19	27	3.1	L3
Oldsmobile Cutlass Supreme	19	29	3.1	L4
Oldsmobile Cutlass Supreme	17	26	3.4	L4
Oldsmobile Cutlass Supreme	17	27	3.4	M5
Oldsmobile Toronado	18	27	3.8	L4
Plymouth Acclaim	23	27	2.5	L3
Plymouth Acclaim	23	31	2.5	M5
Plymouth Acclaim	21	26	3.0	L3
Plymouth Acclaim	20	28	3.0	L4
Pontiac Grand Prix	19	27	3.1	L3
Pontiac Grand Prix	19	29	3.1	L4
Pontiac Grand Prix	17	26	3.4	L4
Pontiac Grand Prix	17	27	3.4	M5
Bentley Eight/Mulsanne S	10	14	6.8	L4
Rolls-Royce Bentley Turbo R	11	16	6.8	L4
Rolls-Royce Silver Spirit II	10	14	6.8	L4
Volkswagen Passat	20	29	2.0	L4
Volkswagen Passat	21	30	2.0	M5
Volvo 740	19	22	2.3	A4
Volvo 740	20	28	2.3	L4
Volvo 940	19	22	2.3	A4
Volvo 940	20	28	2.3	L4
Volvo 960	18	26	2.9	L4
Large Cars				
Buick LeSabre	18	28	3.8	L4
Buick Park Avenue	18	27	3.8	L4
Buick Park Avenue	17	27	3.8	L4
Buick Roadmaster	16	25	5.7	L4
Cadillac Brougham	17	25	5.0	L4
Cadillac Brougham	16	25	5.7	L4
Cadillac Fleetwood DeVille	16	25	4.9	L4
Chevrolet Caprice	18	26	4.3	L4
Chevrolet Caprice	17	26	5.0	L4
Chrysler Imperial	19	25	3.3	L4
Chrysler Imperial	18	25	3.8	L4
Dodge Monaco	18	26	3.0	L4
Eagle Premier	18	26	3.0	L4
Ford Crown Victoria	18	25	4.6	L4

Car Line	Est mpg City	Hwy	Displ (liters)	Trans
Lincoln Continental	17	25	3.8	L4
Mercury Grand Marquis	18	25	4.6	L4
Lincoln Town Car	17	23	4.6	L4
Oldsmobile Eighty Eight	18	28	3.8	L4
Oldsmobile Ninety Eight	18	27	3.8	L4
Oldsmobile Ninety Eight	17	27	3.8	L4
Pontiac Bonneville	18	28	3.8	L4
Pontiac Bonneville	16	25	3.8	L4
Saab 9000	17	25	2.3	L4
Saab 9000	17	24	2.3	L4
Saab 9000	20	26	2.3	M5
Saab 9000	19	26	2.3	M5
Small Station Wagons				
Chevrolet Cavalier	23	31	2.2	L3
Chevrolet Cavalier	20	28	3.1	L3
Ford Escort	25	35	1.9	L4
Ford Escort	30	37	1.9	M5
Honda Accord	21	26	2.2	L4
Honda Accord	22	27	2.2	M5
Mercury Tracer	25	35	1.9	L4
Mercury Tracer	30	37	1.9	M5
Subaru Legacy	22	29	2.2	L4
Subaru Legacy	23	30	2.2	M5
Subaru Legacy 4WD	21	26	2.2	L4
Subaru Legacy 4WD	21	26	2.2	M5
Subaru Legacy 4WD Turbo	18	23	2.2	L4
Subaru Legacy 4WD Turbo	19	25	2.2	M5
Subaru Loyale	24	26	1.8	L3
Subaru Loyale	25	30	1.8	M5
Toyota Camry	21	27	2.2	L4
Toyota Camry	18	25	3.0	L4
Toyota Corolla All-Trac	23	29	1.6	L4
Toyota Corolla All-Trac	22	27	1.6	M5
Toyota Corolla	26	29	1.6	L3
Toyota Corolla	28	33	1.6	M5
Mid-Size Station Wagons				
Buick Century	21	28	2.5	L3
Buick Century	19	26	3.3	L3
Buick Century	19	30	3.3	L4
Eagle Summit	23	28	1.8	L4
Eagle Summit	21	25	1.8	L4
Eagle Summit	23	29	1.8	M5
Eagle Summit	22	26	1.8	M5
Eagle Summit	20	25	2.4	L4
Eagle Summit	19	23	2.4	L4
Eagle Summit	21	27	2.4	M5
Eagle Summit	19	24	2.4	M5
Ford Taurus	20	29	3.0	L4
Ford Taurus	18	28	3.8	L4
Mercury Sable	20	29	3.0	L4
Mercury Sable	18	28	3.8	L4
Mercedes-Benz 300TE	17	21	3.0	A4
Mercedes-Benz 300TE-4MATIC	16	20	3.0	A4
Mitsubishi Expo	20	25	2.4	L4
Mitsubishi Expo	19	23	2.4	L4
Mitsubishi Expo	21	27	2.4	M5
Mitsubishi Expo	19	24	2.4	M5
Mitsubishi Expo LRV	23	28	1.8	L4
Mitsubishi Expo LRV	21	25	1.8	L4
Mitsubishi Expo LRV	23	29	1.8	M5
Mitsubishi Expo LRV	22	26	1.8	M5
Oldsmobile Cutlass Cruiser	21	28	2.5	L3
Oldsmobile Cutlass Cruiser	19	26	3.3	L3
Oldsmobile Cutlass Cruiser	19	30	3.3	L4
Plymouth Colt Vista	23	28	1.8	L4
Plymouth Colt Vista	21	25	1.8	L4
Plymouth Colt Vista	23	29	1.8	M5
Plymouth Colt Vista	22	26	1.8	M5
Plymouth Colt Vista	20	25	2.4	L4
Plymouth Colt Vista	19	23	2.4	L4
Plymouth Colt Vista	21	27	2.4	M5
Plymouth Colt Vista	19	24	2.4	M5
Volkswagen Passat	20	29	2.0	L4
Volkswagen Passat	21	30	2.0	M5
Volvo 240	20	25	2.3	A4
Volvo 240	22	28	2.3	M5
Volvo 740	19	22	2.3	A4
Volvo 740	20	28	2.3	L4
Volvo 940	19	22	2.3	A4
Volvo 960	18	26	2.9	L4
Large Station Wagons				
Buick Roadmaster	17	25	5.0	L4
Buick Roadmaster	16	25	5.7	L4
Chevrolet Caprice	17	25	5.0	L4
Chevrolet Caprice	16	25	5.7	L4
Oldsmobile Custom Cruiser	17	25	5.0	L4
Oldsmobile Custom Cruiser	16	25	5.7	L4
Small Pickup Trucks/2wd				
Chevrolet S10	20	26	2.5	L4
Chevrolet S10	23	27	2.5	M5
Chevrolet S10	17	22	4.3	L4
Chevrolet S10	17	22	4.3	M5
Dodge Ram 50	19	23	2.4	L4
Dodge Ram 50	19	24	2.4	M5
Ford Ranger	20	23	2.3	L4
Ford Ranger	23	28	2.3	M5
Ford Ranger	18	24	3.0	L4
Ford Ranger	20	25	3.0	M5
Ford Ranger	17	21	4.0	L4
Ford Ranger	18	23	4.0	M5
GMC Sonoma	20	26	2.5	L4
GMC Sonoma	23	27	2.5	M5
GMC Sonoma	17	22	4.3	L4
GMC Sonoma	17	22	4.3	M5
Isuzu	22	24	2.3	M5
Isuzu	19	23	2.6	L4
Isuzu	19	24	2.6	M5
Mitsubishi	19	23	2.4	L4
Mitsubishi	19	24	2.4	M5
Nissan	21	26	2.4	L4
Nissan	23	27	2.4	M5
Nissan	18	24	3.0	L4
Nissan	19	23	3.0	M5
Small Pickup Trucks/4wd				
Ford Ranger	21	26	2.3	M5
Ford Ranger	17	21	2.9	L4
Ford Ranger	18	23	2.9	M5
Ford Ranger	16	20	4.0	L4
Ford Ranger	18	22	4.0	M5

Car Line	Est mpg City	Hwy	Displ (liters)	Trans
GMC Syclone	15	19	4.3	L4
Standard Pickup Trucks/2wd				
Chevrolet C1500	17	22	4.3	L4
Chevrolet C1500	17	23	4.3	M5
Chevrolet C1500	16	21	4.3	M5C
Chevrolet C1500	15	19	5.0	L4
Chevrolet C1500	15	20	5.0	M5
Chevrolet C1500	14	18	5.7	L4
Chevrolet C1500	13	17	5.7	M4
Chevrolet C1500	14	20	5.7	M5
Chevrolet C1500	10	12	7.4	L4
Chevrolet C2500	16	21	4.3	L4
Chevrolet C2500	17	22	4.3	M5
Chevrolet C2500	16	21	4.3	M5C
Chevrolet C2500	14	18	5.0	L4
Chevrolet C2500	14	20	5.0	M5
Chevrolet C2500	14	19	5.7	L4
Chevrolet C2500	13	17	5.7	M4
Chevrolet C2500	13	19	5.7	M5
Dodge Dakota	21	26	2.5	M5
Dodge Dakota	15	20	3.9	L4
Dodge Dakota	16	22	3.9	M5
Dodge Dakota	14	19	5.2	L4
Dodge D100/D150	15	17	3.9	L3
Dodge D100/D150	15	20	3.9	L4
Dodge D100/D150	15	19	3.9	M5C
Dodge D100/D150	13	17	5.2	L4
Dodge D100/D150	13	17	5.2	M5C
Dodge D100/D150	11	13	5.9	A4
Dodge D100/D150	11	14	5.9	M5C
Dodge D250	15	17	3.9	L4
Dodge D250	14	18	3.9	M5C
Dodge D250	13	16	5.2	L4
Dodge D250	13	17	5.2	M5C
Dodge D250	11	13	5.9	A4
Dodge D250	11	14	5.9	M5C
Ford F-150	15	19	4.9	L4
Ford F-150	16	17	4.9	M4C
Ford F-150	15	19	4.9	M5
Ford F-150	14	18	5.0	L4
Ford F-150	14	16	5.0	M4C
Ford F-150	14	18	5.0	M5
Ford F-150	12	16	5.8	L4
Ford F-250	15	19	4.9	L4
Ford F-250	16	17	4.9	M4C
Ford F-250	15	19	4.9	M5
Ford F-250	13	17	5.0	L4
Ford F-250	14	16	5.0	M4C
Ford F-250	14	18	5.0	M5
Ford F-250	12	16	5.8	L4
GMC C1500 Sierra	17	22	4.3	L4
GMC C1500 Sierra	17	23	4.3	M5
GMC C1500 Sierra	16	21	4.3	M5C
GMC C1500 Sierra	15	19	5.0	L4
GMC C1500 Sierra	15	20	5.0	M5
GMC C1500 Sierra	14	18	5.7	L4
GMC C1500 Sierra	13	17	5.7	M4
GMC C1500 Sierra	14	20	5.7	M5
GMC C2500 Sierra	16	21	4.3	L4
GMC C2500 Sierra	17	22	4.3	M5
GMC C2500 Sierra	16	21	4.3	M5C
GMC C2500 Sierra	14	18	5.0	L4
GMC C2500 Sierra	14	20	5.0	M5
GMC C2500 Sierra	14	19	5.7	L4
GMC C2500 Sierra	13	17	5.7	M4
GMC C2500 Sierra	13	19	5.7	M5
Isuzu 1 ton	17	21	2.6	M5
Jeep Comanche	21	23	2.5	M4
Jeep Comanche	19	24	2.5	M5
Jeep Comanche	15	21	4.0	L4
Jeep Comanche	18	22	4.0	M5
Mazda B2200/B2600i	20	25	2.2	L4
Mazda B2200/B2600i	21	26	2.2	M5
Mazda B2200/B2600i	21	26	2.2	L4
Mazda B2200/B2600i	24	26	2.2	M5
Mazda B2200/B2600i	19	24	2.6	L4
Mazda B2200/B2600i	19	23	2.6	M5
Toyota	22	23	2.4	A4
Toyota	22	26	2.4	M5
Toyota	18	23	3.0	L4
Toyota	18	23	3.0	M5
Toyota 1 ton	18	23	3.0	L4
Toyota 1 ton	18	23	3.0	M5
Standard Pickup Trucks/4wd				
Chevrolet K1500	15	20	4.3	L4
Chevrolet K1500	15	19	4.3	M5
Chevrolet K1500	16	20	4.3	M5C
Chevrolet K1500	14	18	5.0	L4
Chevrolet K1500	13	17	5.0	M5
Chevrolet K1500	13	17	5.7	L4
Chevrolet K1500	12	15	5.7	M4
Chevrolet K1500	13	17	5.7	M5
Chevrolet K1500	18	22	6.2	M5C
Chevrolet K2500	15	20	4.3	L4
Chevrolet K2500	15	19	4.3	M5
Chevrolet K2500	15	19	4.3	M5C
Chevrolet K2500	14	18	5.0	L4
Chevrolet K2500	13	17	5.0	M5
Chevrolet K2500	13	17	5.7	L4
Chevrolet K2500	12	15	5.7	M4
Chevrolet K2500	13	16	5.7	M5
Chevrolet K2500	19	23	6.2	M5C
Chevrolet S-10	16	21	4.3	L4
Chevrolet S-10	16	20	4.3	M5
Dodge Dakota	15	19	3.9	L4
Dodge Dakota	15	20	3.9	M5
Dodge Dakota	13	17	5.2	L4
Dodge Power Ram 50	18	20	2.4	L4
Dodge Power Ram 50	19	22	2.4	M5
Dodge Power Ram 50	17	20	3.0	L4
Dodge Power Ram 50	17	22	3.0	M5
Dodge W100/W150	14	19	3.9	L4
Dodge W100/W150	13	17	3.9	M5C
Dodge W100/W150	11	12	5.2	A4
Dodge W100/W150	13	17	5.2	L4
Dodge W100/W150	13	16	5.2	M5C
Dodge W100/W150	11	13	5.9	A4
Dodge W100/W150	9	13	5.9	M5C
Dodge W250	11	12	5.2	A4
Dodge W250	12	16	5.2	L4
Dodge W250	13	16	5.2	M5C
Dodge W250	11	13	5.9	A4
Dodge W250	9	13	5.9	M5C
Ford F-150	14	18	4.9	L4
Ford F-150	15	16	4.9	M4C
Ford F-150	15	18	4.9	M5

Car Line	Est mpg City	Hwy	Displ (liters)	Trans
Ford F-150	14	17	5.0	L4
Ford F-150	13	17	5.0	L4
Ford F-150	14	15	5.0	M4C
Ford F-150	14	16	5.0	M5
Ford F-150	12	16	5.8	L4
GMC K1500 Sierra	15	20	4.3	L4
GMC K1500 Sierra	15	19	4.3	M5
GMC K1500 Sierra	16	20	4.3	M5C
GMC K1500 Sierra	14	18	5.0	L4
GMC K1500 Sierra	13	17	5.0	M5
GMC K1500 Sierra	13	17	5.7	L4
GMC K1500 Sierra	12	15	5.7	M4
GMC K1500 Sierra	13	17	5.7	M5
GMC K1500 Sierra	18	22	6.2	M5C
GMC K2500 Sierra	15	20	4.3	L4
GMC K2500 Sierra	15	19	4.3	M5
GMC K2500 Sierra	15	19	4.3	M5C
GMC K2500 Sierra	14	18	5.0	L4
GMC K2500 Sierra	13	17	5.0	M5
GMC K2500 Sierra	13	17	5.7	L4
GMC K2500 Sierra	12	15	5.7	M4
GMC K2500 Sierra	13	16	5.7	M5
GMC K2500 Sierra	11	13	6.2	M5C
GMC Sonoma	16	21	4.3	L4
GMC Sonoma	16	20	4.3	M5
Isuzu	16	20	2.6	M5
Isuzu	15	19	3.1	M5
Jeep Comanche	20	22	2.5	M4
Jeep Comanche	19	23	2.5	M5
Jeep Comanche	15	19	4.0	L4
Jeep Comanche	17	21	4.0	M5
Mazda B2600i	17	20	2.6	L4
Mazda B2600i	18	20	2.6	M5
Mitsubishi	18	20	2.4	L4
Mitsubishi	19	22	2.4	M5
Mitsubishi	17	22	3.0	M5
Nissan	19	22	2.4	M5
Nissan	16	19	3.0	L4
Nissan	15	19	3.0	M5
Toyota	18	20	2.4	L4
Toyota	19	22	2.4	M5
Toyota	13	17	3.0	L4
Toyota	15	18	3.0	M5
Cargo Vans				
Chevrolet Astro awd	16	21	4.3	L4
Chevrolet Astro	17	22	4.3	L4
Chevrolet G10/20	16	21	4.3	L4
Chevrolet G10/20	14	18	5.0	L4
Chevrolet G10/20	14	18	5.7	L4
Chevrolet G30	16	21	4.3	L4
Chevrolet G30	14	18	5.7	L4
Dodge B150/B250	15	17	3.9	L3
Dodge B150/B250	14	19	3.9	M5
Dodge B150/B250	12	13	5.2	A3
Dodge B150/B250	13	16	5.2	L4
Dodge B150/B250	11	13	5.9	A4
Dodge B350	15	17	3.9	L3
Dodge B350	13	16	5.2	L4
Dodge B350	11	13	5.9	A4
Ford Aerostar	18	23	3.0	L4
Ford Aerostar	20	25	3.0	M5
Ford Aerostar	16	21	4.0	L4
Ford Aerostar awd	16	20	4.0	L4
Ford E-150 Econoline	14	16	4.9	A3
Ford E-150 Econoline	15	19	4.9	L4
Ford E-150 Econoline	14	17	5.0	L4
Ford E-150 Econoline	12	16	5.8	L4
Ford E-250 Econoline	14	15	4.9	A3
Ford E-250 Econoline	14	18	4.9	L4
Ford E-250 Econoline	11	14	5.8	L4
GMC G15/25 Vandura	16	21	4.3	L4
GMC G15/25 Vandura	14	18	5.0	L4
GMC G15/25 Vandura	14	18	5.7	L4
GMC G35 Vandura	16	21	4.3	L4
GMC G35 Vandura	14	18	5.7	L4
GMC Safari awd	16	21	4.3	L4
GMC Safari	17	22	4.3	L4
Nissan Pathfinder	15	19	3.0	M5
Passenger Vans				
Chevrolet Astro awd	15	20	4.3	L4
Chevrolet Astro	16	21	4.3	L4
Chevrolet G10/20 Sportvan	15	19	4.3	L4
Chevrolet G10/20 Sportvan	13	17	5.0	L4
Chevrolet G10/20 Sportvan	13	17	5.7	L4
Chevrolet G30 Sportvan	13	17	5.7	L4
Dodge B150/B250	15	17	3.9	L3
Dodge B150/B250	14	18	3.9	M5
Dodge B150/B250	12	13	5.2	A3
Dodge B150/B250	12	16	5.2	L4
Dodge B150/B250	11	14	5.9	A4
Dodge B350	10	12	5.9	A4
Ford Aerostar	17	22	3.0	L4
Ford Aerostar	17	23	3.0	M5
Ford Aerostar	16	21	4.0	L4
Ford Aerostar awd	15	19	4.0	L4
Ford E-150 Club Wagon	14	17	4.9	L4
Ford E-150 Club Wagon	13	17	5.0	L4
Ford E-150 Club Wagon	11	15	5.8	L4
GMC G15/25 Rally	15	19	4.3	L4
GMC G15/25 Rally	13	17	5.0	L4
GMC G15/25 Rally	13	17	5.7	L4
GMC G35 Rally	13	17	5.7	L4
GMC Safari awd	15	20	4.3	L4
GMC Safari	16	21	4.3	L4
Toyota Previa	17	22	2.4	L4
Toyota Previa	18	22	2.4	M5
Toyota Previa All-Trac	17	20	2.4	L4
Toyota Previa All-Trac	17	20	2.4	M5
Special Purpose Vehicles/2wd				
Chevrolet APV	18	23	3.1	L3
Chevrolet APV	17	24	3.8	L4
Chevrolet C1500 Suburban	13	17	5.7	L4
Chevrolet S-10 Blazer	17	22	4.3	L4
Chevrolet S-10 Blazer	17	22	4.3	M5
Chrysler Town & Country	17	23	3.3	L4
Dodge Caravan C/V	21	24	2.5	L3
Dodge Caravan C/V	20	28	2.5	M5
Dodge Caravan C/V	19	24	3.0	L3
Dodge Caravan C/V	17	23	3.3	L4
Dodge Caravan	21	24	2.5	L3
Dodge Caravan	20	28	2.5	M5
Dodge Caravan	19	23	3.0	L3
Dodge Caravan	18	24	3.0	L4

Car Line	Est mpg City	Hwy	Displ (liters)	Trans
Dodge Caravan	17	23	3.3	L4
Dodge Ramcharger	13	16	5.2	L4
Dodge Ramcharger	11	14	5.9	A4
Ford Explorer	16	21	4.0	L4
Ford Explorer	17	22	4.0	M5
Geo Tracker Convertible	23	24	1.6	L3
Geo Tracker Convertible	25	27	1.6	M5
GMC C1500 Suburban	13	17	5.7	L4
GMC Jimmy	17	22	4.3	L4
GMC Jimmy	17	22	4.3	M5
Isuzu Amigo	19	21	2.3	M5
Isuzu Amigo	16	20	2.6	L4
Isuzu Amigo	17	20	2.6	M5
Isuzu Rodeo	18	22	2.6	M5
Isuzu Rodeo	15	18	3.1	L4
Isuzu Rodeo	15	19	3.1	M5
Jeep Cherokee	19	24	2.5	M5
Jeep Cherokee	15	21	4.0	L4
Jeep Cherokee	18	22	4.0	M5
Mazda MPV	18	24	2.6	L4
Mazda MPV	17	22	3.0	L4
Mazda Navajo	16	21	4.0	L4
Mazda Navajo	17	22	4.0	M5
Nissan Pathfinder	17	20	3.0	L4
Nissan Pathfinder	15	19	3.0	M5
Oldsmobile Silhouette	18	23	3.1	L3
Oldsmobile Silhouette	17	24	3.8	L4
Plymouth Voyager	21	24	2.5	L3
Plymouth Voyager	20	28	2.5	M5
Plymouth Voyager	19	23	3.0	L3
Plymouth Voyager	18	24	3.0	L4
Plymouth Voyager	17	23	3.3	L4
Pontiac Trans Sport	18	23	3.1	L3
Pontiac Trans Sport	17	24	3.8	L4
Suzuki Samurai	28	29	1.3	M5
Suzuki Sidekick Hardtop	24	26	1.6	M5
Suzuki Sidekick	25	27	1.6	M5
Toyota 4Runner	17	21	3.0	L4
Special Purpose Vehicles/4wd				
Chevrolet K1500 Blazer	13	17	5.7	L4
Chevrolet K1500 Blazer	13	17	5.7	M5
Chevrolet K1500 Suburban	12	16	5.7	L4
Chevrolet S-10 Blazer	16	21	4.3	L4
Chevrolet S-10 Blazer	16	20	4.3	M5
Chrysler Town & Country	15	20	3.3	L4
Daihatsu Rocky	23	23	1.6	M5
Dodge Caravan C/V	16	20	3.3	L4
Dodge Caravan	15	20	3.3	L4
Dodge Ramcharger	11	12	5.2	A4
Dodge Ramcharger	12	16	5.2	L4
Dodge Ramcharger	12	15	5.2	M5C
Dodge Ramcharger	11	13	5.9	A4
Dodge Ramcharger	9	13	5.9	M5C
Ford Bronco	14	18	4.9	L4
Ford Bronco	14	17	4.9	M5
Ford Bronco	13	17	5.0	L4
Ford Bronco	13	16	5.0	M5
Ford Bronco	12	16	5.8	L4
Ford Explorer	15	19	4.0	L4
Ford Explorer	17	21	4.0	M5
Geo Tracker Convertible	23	24	1.6	L3
Geo Tracker Convertible	25	27	1.6	M5
Geo Tracker	23	24	1.6	L3
Geo Tracker	25	27	1.6	M5
GMC Jimmy	16	21	4.3	L4
GMC Jimmy	16	20	4.3	M5
GMC K1500 Suburban	12	16	5.7	L4
GMC K1500 Yukon	13	17	5.7	L4
GMC K1500 Yukon	13	17	5.7	M5
Isuzu Amigo	16	20	2.6	M5
Isuzu Rodeo	14	18	3.1	L4
Isuzu Rodeo	15	19	3.1	M5
Isuzu Trooper	15	18	3.2	L4
Isuzu Trooper	15	18	3.2	L4
Isuzu Trooper	15	17	3.2	M5
Isuzu Trooper	16	18	3.2	M5
Jeep Cherokee	19	23	2.5	M5
Jeep Cherokee	15	19	4.0	L4
Jeep Cherokee	17	21	4.0	M5
Jeep Wrangler	18	20	2.5	M5
Jeep Wrangler	15	16	4.0	A3
Jeep Wrangler	17	21	4.0	M5
Land Rover Range Rover	13	16	3.9	L4
Mazda MPV	15	19	3.0	L4
Mazda MPV	16	19	3.0	M5
Mazda Navajo	15	20	4.0	L4
Mazda Navajo	17	21	4.0	M5
Mitsubishi Montero	15	18	3.0	L4
Mitsubishi Montero	15	18	3.0	M5
Nissan Pathfinder	15	18	3.0	L4
Nissan Pathfinder	15	18	3.0	M5
Oldsmobile Bravada	16	21	4.3	L4
GMC Typhoon	15	19	4.3	L4
Plymouth Voyager	16	20	3.3	L4
Subaru Loyale Wagon	22	22	1.8	A3
Subaru Loyale Wagon	24	29	1.8	M5
Subaru Loyale	22	23	1.8	A3
Subaru Loyale	24	29	1.8	M5
Suzuki Samurai	28	29	1.3	M5
Suzuki Sidekick Hardtop	23	24	1.6	L3
Suzuki Sidekick Hardtop	22	26	1.6	L4
Suzuki Sidekick Hardtop	25	27	1.6	M5
Suzuki Sidekick Hardtop	24	26	1.6	M5
Suzuki Sidekick	23	24	1.6	L3
Suzuki Sidekick	25	27	1.6	M5
Toyota Land Cruiser Wagon	12	14	4.0	L4
Toyota 4Runner	18	20	2.4	L4
Toyota 4Runner	19	22	2.4	M5
Toyota 4Runner	14	16	3.0	L4
Toyota 4Runner	15	18	3.0	M5
Special Purpose Vehicles/Cab Chassis				
Buick Coachbuilder Wagon	17	25	5.0	L4
Buick Coachbuilder Wagon	16	25	5.7	L4
Cadillac Commercial Chassis	15	23	4.9	L4
Chevrolet Coachbuilder Wagon	16	25	5.0	L4
Chevrolet Coachbuilder Wagon	16	25	5.7	L4
Chevrolet Postal Cab Chassis 2wd	16	16	2.5	L3
Dodge Dakota Cab Chassis 2wd	13	14	3.9	L4
Dodge Dakota Cab Chassis 2wd	12	14	3.9	M5
Dodge Dakota Cab Chassis 2wd	13	16	5.2	L4
Dodge D250 Cab Chassis 2wd	11	14	5.9	A4
Toyota Cab/Chassis 2wd	11	11	3.0	L4
Toyota Cab/Chassis 2wd	11	12	3.0	M5

NOTES: Transmissions: M = Manual; A = Automatic; L = Lockup; C = Creeper; AV = Continuously Variable; S = Semiautomatic

Dealers slash TV spending by 22%

ARLENA SAWYERS
Staff Reporter

Auto dealers trimmed their TV advertising 22 percent during the first half of 1991. Recession and the Persian Gulf war cut sales 15 percent during the period, and poor sales reduced co-op budgets.

Spending by the 15 largest dealers declined, but not as fast as for all dealers, said the Television Bureau of Advertising. The nation's 15 leading automobile dealer TV advertisers bought $111.9 million worth of TV ads from January through June 1991, down 17 percent from $134.9 million in the same period in 1990, it said.

"Local dealer advertising, down 22 percent, reflects the drop-off in retail sales since the money spent in advertising comes from co-op dollars directly tied to car sales," said Jim Joyella, bureau president.

Overall automotive advertising revenue in national and regional TV for the first six months of this year was $1.37 billion, down 9 percent from $1.50 billion in 1990.

Automotive spot ad spending was down 8 percent, from $640 million in the first half of 1990 to $590 million. Network ad revenue fell 9 percent, from $865 million to $786 million.

Although dealers collectively spent less on TV ads in the first six months of this year, eight of the 15 top spending dealers increased their outlays.

The $1.29 million spent by Atlanta Toyota in the first six months of 1991 made it the top TV spender among dealers, but it represented a 16 percent decline from the same period last year. In second place was Cerritos Auto Square Dealers in suburban Los Angeles, which spent $986,100. That was 45 percent more than it spent in 1990.

Cal Worthington-Sacramento (Chevrolet-Geo-Mitsubishi) was third with $850,100, which was 27 percent less than it spent a year earlier, according to the bureau.

But Kati White, media director for the Worthington dealerships, disputed that figure.

She said owner Cal Worthington has been very careful to remain consistent in his ad spending at least for the last four years, adjusted annually in accordance with the cost-of-living index.

"I beg to differ," said White. "Our TV budget did not drop 27 percent. Cal prefers to remain consistent, such as J.C. Penney or Pepsi Cola. It pays off on an annual basis."

White said the zero percent change in TV spending listed for sixth-place Cal Worthington Ford in Los Angeles "is about right."

White would not comment on the 8 percent decrease the bureau reported for seventh-place Worthington Chevrolet in Houston, saying that Worthington has not owned that store long enough to establish a trend.

The bureau reported that Worthington's Los Angeles and Houston dealerships spent $697,000 and $690,800, respectively, on TV ads in the first six months of 1991.

In an effort to keep up with one another, three dealers in San Antonio upped their spending well over 200 percent.

One of the three is Performance Nissan, which spent $442,500 in the first six months of the year, 266 percent more than it spent the same period last year.

Don Judd, dealer principal at Performance Nissan, said his dealership makes commercials up to four times a month and airs TV spots virtually every day. Advertising dominance, he said, is the key to success.

"We chose TV because we want to reach 85 percent of the market 3½ to 5 times a week," said Judd. "We can't command a presence in newspaper, there are three other dealers here. But on TV, we can be dominant. We're going to get more than our share of the market."

LEADING AUTO DEALER TV ADVERTISERS
Figures in thousands of dollars

	Jan.-June 1991	Jan.-June 1990	Percent change
1. Atlanta Toyota, Atlanta	1,295	1,535	– 16
2. Cerritos Auto Square Dealers, L.A.	968	670	+ 45
3. Cal Worthington, Sacramento, Calif.	850	1,158	– 27
4. Lynn Hickey Dodge, Oklahoma City	820	902	– 9
5. Red McComb's Auto Center, San Antonio	702	85	+726
6. Cal Worthington, Los Angeles	697	696	0
7. Worthington Chevrolet, Houston	690	750	– 8
8. Clear Lake Dodge, Houston	639	271	+136
9. Maher Chevrolet, Tampa, Fla.	551	575	– 4
10. North Star Dodge, San Antonio	544	155	+251
11. Celozzi-Ettleson Chevrolet, Chicago	521	810	– 36
12. Cerritos Ford-Suzuki-Isuzu, Los Angeles	503	423	+ 19
13. Nationwide Nissan-Saab-Isuzu, Baltimore	462	439	+ 5
14. Performance Nissan, San Antonio	443	121	+266
15. Ron Samuels Toyota, Mobile, Ala.	437	228	+ 92

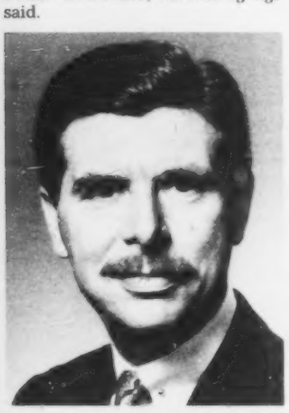
Source: Television Bureau of Advertising from analysis of Arbitron data

Ford, Chrysler to boost ad spending in '92

Reclaiming share from Japanese is goal of strategy

RAYMOND SERAFIN
Crain News Service

Ford Motor Co. and Chrysler Corp. plan to increase ad spending in 1992 in an attempt to reclaim market share lost to Japanese rivals, according to *Advertising Age*, a sister publication to *Automotive News*. The Japanese have spent heavily in 1991 despite the economic downturn, *Advertising Age* said.



"I think we probably are underspending right now. I haven't made any decisions as to what we might do about that, but it's something that could change very rapidly."

ALEX TROTMAN
FORD MOTOR CO.

TV AD SPENDING
(First 6 months, 1991 vs. 1990)

	TV ads, 1991 (millions)	Percent change from 1990	Market share, 1991	Percent point change from 1990
General Motors	$407	– 6	35.5	–0.4
Ford Motor Co.	198	0	22.9	–1.2
Toyota	180	+11	7.7	+0.5
Chrysler Corp.	158	–16	12.4	0
Nissan	107	–15	4.4	+0.1
Honda	100	+ 8	6.5	+0.5
Mazda*	61	–12	2.9	+0.4
Mitsubishi	34	–18	1.6	0
Isuzu	25	+ 3	0.9	+0.1
Subaru*	20	–38	0.9	+0.2

*Mazda and Subaru held back funds for major second half product introductions.
Source: Advertising Age and Television Bureau of Advertising

Ford's automotive division advertising budgets could climb as much as 20 percent, although those figures haven't been firmed up, sources said. Ford is spending an estimated $340 million in 1991, and Lincoln-Mercury an estimated $115 million.

Alex Trotman, Ford's executive vice president of North American Automotive Operations, signaled the potential boosts in a recent interview when he acknowledged that Japanese automakers have increased the marketing pressure.

"I think we probably are underspending right now," Trotman said. "I haven't made any decisions as to what we might do about that, but it's something that could change very rapidly. We might decide we'd better turn up the heat somewhat. . . . We watch the competitive data all the time, and we may well make a change over the next few months."

Chrysler already has added an estimated $40 million to $50 million to fourth quarter ad spending. Sources peg Chrysler ad budget increases for calendar 1992 at 20 percent over this year's $550 million for all corporate advertising.

The increase is largely to back the introduction of the 1993 Jeep Grand Cherokee during the Winter Olympics broadcasts on CBS and to back next fall's launch of key mid-sized cars for the 1993 model year. The cars are the Chrysler Concorde, Dodge Intrepid and Eagle Vision.

"Chrysler has really made up its mind that it has to support its new products across the board," said an agency source.

Marketing executives at General Motors are still debating 1992 budgets. A corporate decision on marketing plans is not expected until later this year.

"Given the kind of year we've had and the pressure on the industry, everybody's got to make a strong business case to generate more dollars," said Chevrolet's Jeff Hurlbert.

Through August, the Big 3 had 70.2 percent of the combined car and light-truck market in the United States, down 1.6 percentage points from the same period last year. Japanese brands increased their share by 2.0 points to 25.9 percent. Each point of market share represents about $2 billion in annual sales.

U.S. auto marketers, especially GM and Chrysler, reined in their ad spending during the first half of recession-plagued 1991, opening the door for their Japanese rivals to steal market share.

Toyota Motor Sales U.S.A. Inc. and American Honda Motor Co. Inc. led the marketing push that capitalized on the opportunity.

Toyota, Honda and American Isuzu Motors Inc. were the only auto companies to boost TV ad spending in the first half of 1991, said Jim Joyella, president of the Television Bureau of Advertising. The bureau recently released its report on network and spot TV ad spending.

Although reports from other media aren't available yet, TV spending typically accounts for about half of a major auto marketer's total ad spending.

The correlation between ad spending and market share highlights an important difference in competitive approaches between U.S. and Japanese companies.

Domestic marketers, responding to pressures for quarterly earnings, have historically tended to trim spending in marketing and even product development in an effort to stay in the black. Japanese companies have traditionally taken a longer view of the competitive battle.

"We look further out," said Ren Rooney, Toyota's corporate marketing manager. "We had a strategy that we set out early, and we like to keep a course when we decide on it."

The Japanese-based auto marketers "see their share in a growing position. They have a lot of new products, and they have the means to support it from a marketing standpoint," said Philip Guarascio, GM's executive-in-charge of corporate marketing and advertising. "They believe in advertising, and they certainly have a willingness to invest and spend against their products."

Industrywide TV ad spending fell 9 percent to $1.375 billion in the first half of 1991, the Television Bureau of Advertising said.

In an August interview, Chrysler President Robert Lutz said that Japanese marketers were "buying share."

"In a downturn, you cannot permit all your share to erode, because you'll start losing dealers and you'll never get it back. On the other hand, you can't buy share at all costs."

ROBERT LUTZ
CHRYSLER PRESIDENT

"The incentive levels, dealer cash levels and per-unit advertising, I think, are all at record highs for Japanese brands," Lutz said.

But he said it is possible to win back share, pointing out that Ford dropped to 16 percent of the market during the recession of the early 1980s but rebounded to more than 20 percent.

"In a downturn, you cannot permit all your share to erode, because you'll start losing dealers and you'll never get it back," Lutz said. "On the other hand, you can't buy share at all costs. You've got to find the right balance."

Advertising Age Reporter Cleveland Horton in Los Angeles contributed to this report.

Infiniti spending tied to growth

Plans by Nissan's Infiniti Division to boost 1992 model year spending as much as 20 percent from an estimated $50 million in 1991 illustrate how Japanese auto marketers map out their plans with long-term goals in mind.

"Our marketing spending is not tied into the economic recovery," said William Bruce, Infiniti general manager. "It's tied into our plan on volume and number of dealers and the number of markets we're going to be in."

Bruce said Infiniti will increase its ad spending by an undisclosed amount in the 1992 model year, based on plans to:

- **Add 20 to 25 new dealers to its roster of 106.**
- **Introduce a new model next spring.**
- **Boost sales some 21 percent to about 45,000 cars.**

U.S. CAR AND LIGHT-TRUCK SALES, SEPTEMBER — 1991 vs. 1990 (ranked by car and light-truck total sales)

Make	Car Sales 1991	Car Sales 1990	1991 Share	1990 Share	Truck Sales 1991	Truck Sales 1990	1991 Share	1990 Share	Car & Truck Totals 1991	Car & Truck Totals 1990	% Share of Total Car & Truck Market 1991	% Share of Total Car & Truck Market 1990	Changes Share (Points)	Changes Sales (Percent)
Ford	91,730	110,269	13.6	14.3	125,117	105,521	33.3	29.6	216,847	215,790	20.7	19.2	1.5	0.5
Chevrolet/Geo†	88,696	111,544	13.2	14.5	102,367	102,996	27.3	28.9	191,063	214,540	18.2	19.1	−0.8	−10.9
Toyota	47,570	47,005	7.1	6.1	19,876	21,180	5.3	5.9	67,446	68,185	6.4	6.1	0.4	− 1.1
Dodge	32,881	33,277	4.9	4.3	31,735	30,085	8.4	8.4	64,616	63,362	6.2	5.6	0.5	2.0
Honda	58,099	51,273	8.6	6.7	—	—	—	—	58,099	51,273	5.5	4.6	1.0	13.3
Nissan	38,406	40,423	5.7	5.3	16,812	18,914	4.5	5.3	55,218	59,337	5.3	5.3	0.0	− 6.9
Buick	46,910	49,744	7.0	6.5	—	—	—	—	46,910	49,744	4.5	4.4	0.1	− 5.7
Oldsmobile	37,118	46,284	5.5	6.0	2,466	2,823	0.7	0.8	39,584	49,107	3.8	4.4	−0.6	−19.4
Pontiac	33,254	56,329	4.9	7.3	1,817	2,707	0.5	0.8	35,071	59,036	3.3	5.2	−1.9	−40.6
Plymouth	19,306	19,895	2.9	2.6	12,913	10,663	3.4	3.0	32,219	30,558	3.1	2.7	0.4	5.4
Mercury	27,545	36,401	4.1	4.7	—	—	—	—	27,545	36,401	2.6	3.2	−0.6	−24.3
Mazda	14,818	16,621	2.2	2.2	10,216	9,687	2.7	2.7	25,034	26,308	2.4	2.3	0.1	− 4.8
GMC	—	—	0.0	0.0	24,078	23,284	6.4	6.5	24,078	23,284	2.3	2.1	0.2	3.4
Cadillac	18,702	22,203	2.8	2.9	—	—	—	—	18,702	22,203	1.8	2.0	−0.2	−15.8
Jeep	—	—	—	—	14,734	16,338	3.9	4.6	14,734	16,338	1.4	1.5	0.0	− 9.8
Lincoln	14,623	16,761	2.2	2.2	—	—	—	—	14,623	16,761	1.4	1.5	−0.1	−12.8
Mitsubishi	11,495	9,491	1.7	1.2	2,686	1,756	0.7	0.5	14,181	11,247	1.4	1.0	0.4	26.1
Hyundai	12,014	10,305	1.8	1.3	—	—	—	—	12,014	10,305	1.1	0.9	0.2	16.6
Acura	11,597	11,168	1.7	1.5	—	—	—	—	11,597	11,168	1.1	1.0	0.1	3.8
Subaru	10,455	10,190	1.6	1.3	—	—	—	—	10,455	10,190	1.0	0.9	0.1	2.6
Isuzu	996	653	0.1	0.1	8,331	8,449	2.2	2.4	9,327	9,102	0.9	0.8	0.1	2.5
Saturn	8,080	0	1.2	0.0	—	—	—	—	8,080	0	0.8	0.0	0.8	—
VW	7,458	11,363	1.1	1.5	361	456	0.1	0.1	7,819	11,819	0.7	1.1	−0.3	−33.8
Chrysler	6,217	15,148	0.9	2.0	453	229	0.1	0.1	6,670	15,377	0.6	1.4	−0.7	−56.6
Lexus	6,171	5,268	0.9	0.7	—	—	—	—	6,171	5,268	0.6	0.5	0.1	17.1
Eagle	5,372	5,328	0.8	0.7	—	—	—	—	5,372	5,328	0.5	0.5	0.0	0.8
Mercedes	5,258	6,737	0.8	0.9	—	—	—	—	5,258	6,737	0.5	0.5	0.0	−22.0
BMW	4,643	5,148	0.7	0.7	—	—	—	—	4,643	5,148	0.4	0.5	0.0	− 9.8
Volvo	3,455	8,119	0.5	1.1	—	—	—	—	3,455	8,119	0.3	0.7	−0.4	−57.4
Infiniti	2,757	2,046	0.4	0.3	—	—	—	—	2,757	2,046	0.3	0.2	0.1	34.8
Saab	2,226	1,401	0.3	0.2	—	—	—	—	2,226	1,401	0.2	0.1	0.1	58.9
Suzuki	591	835	0.1	0.1	1,165	841	0.3	0.2	1,756	1,676	0.2	0.1	0.0	4.8
Audi	1,194	2,507	0.2	0.3	—	—	—	—	1,194	2,507	0.1	0.2	−0.1	−52.4
Jaguar	731	1,722	0.1	0.2	—	—	—	—	731	1,722	0.1	0.2	−0.1	−57.5
Daihatsu	497	914	0.1	0.1	157	338	0.0	0.1	654	1,252	0.1	0.1	0.0	−47.8
Peugeot	444	267	0.1	0.0	—	—	—	—	444	267	0.0	0.0	0.0	66.3
Porsche	344	559	0.1	0.1	—	—	—	—	344	559	0.0	0.0	0.0	−38.5
Yugo	332	366	0.0	0.0	—	—	—	—	332	366	0.0	0.0	0.0	− 9.3
Sterling	283	282	0.0	0.0	—	—	—	—	283	282	0.0	0.0	0.0	0.4
Range Rover	—	—	—	—	282	402	0.1	0.1	282	402	0.0	0.0	0.0	−29.9
Alfa Romeo	219	385	0.0	0.1	—	—	—	—	219	385	0.0	0.0	0.0	−43.1
Other*	167	245	0.0	0.0	—	—	—	—	167	245	0.0	0.0	0.0	−31.8
TOTAL	**672,654**	**768,476**	**100.0**	**100.0**	**375,566**	**356,669**	**100.0**	**100.0**	**1,048,220**	**1,125,145**	**100.0**	**100.0**	**0.0**	**− 6.8**
TOTAL BIG 3	**430,434**	**523,183**	**64.0**	**68.1**	**315,680**	**294,646**	**84.1**	**82.6**	**746,114**	**817,829**	**71.2**	**72.7**	**−1.5**	**− 8.8**
TOTAL JAPAN	**203,452**	**195,887**	**30.2**	**25.5**	**59,243**	**61,165**	**15.8**	**17.1**	**262,695**	**257,052**	**25.1**	**22.8**	**2.2**	**2.2**
TOTAL EUROPE	**26,754**	**39,101**	**4.0**	**5.1**	**643**	**858**	**0.2**	**0.2**	**27,397**	**39,959**	**2.6**	**3.6**	**−0.9**	**−31.4**
GM	232,760	286,104	34.6	37.2	130,728	131,810	34.8	37.0	363,488	417,914	34.7	37.1	−2.5	−13.0
Ford	133,898	163,431	19.9	21.3	125,117	105,521	33.3	29.6	259,015	268,952	24.7	23.9	0.8	− 3.7
Chrysler	63,776	73,648	9.5	9.6	59,835	57,315	15.9	16.1	123,611	130,963	11.8	11.6	0.2	− 5.6
Toyota/Lexus	53,741	52,273	8.0	6.8	19,876	21,180	5.3	5.9	73,617	73,453	7.0	6.5	0.5	0.2
Honda/Acura	69,696	62,441	10.4	8.1	—	—	—	—	69,696	62,441	6.6	5.5	1.1	11.6
Nissan/Infiniti	41,163	42,469	6.1	5.5	16,812	18,914	4.5	5.3	57,975	61,383	5.5	5.5	0.1	− 5.6
VW/Audi	8,652	13,870	1.3	1.8	361	456	0.1	0.1	9,013	14,326	0.9	1.3	−0.4	−37.1
†Geo	*24,390*	*20,925*	*3.6*	*2.7*	*2,346*	*3,072*	*0.6*	*0.9*	*26,736*	*23,997*	*2.6*	*2.1*	*0.4*	*11.4*
Made by Japan•	*234,396*	*221,489*	*34.8*	*28.8*	*60,683*	*64,459*	*16.2*	*18.1*	*294,163*	*284,943*	*28.1*	*25.3*	*2.7*	*3.2*

•Includes 1991 estimated sales of 80-Ferrari, 27-Rolls/Bentley, 22-Lotus, 20-Maserati, 13-Lamborghini, and 5-Aston Martin.
••Includes vehicles sold by Big 3 but made in plants managed by Japanese companies; excludes vehicles sold by Japanese but made in Big 3 plants.

U.S. CAR AND LIGHT TRUCK SALES, 9 MONTHS — 1991 vs. 1990

Make	Car Sales 1991	Car Sales 1990	1991 Share	1990 Share	Truck Sales 1991	Truck Sales 1990	1991 Share	1990 Share	Car & Truck Totals 1991	Car & Truck Totals 1990	% Share of Total Car & Truck Market 1991	% Share of Total Car & Truck Market 1990	Changes Share (Points)	Changes Sales (Percent)
Ford	826,704	1,031,578	13.2	14.3	927,425	1,076,431	29.3	30.0	1,754,129	2,108,009	18.6	19.5	−1.0	−16.8
Chevrolet/Geo†	914,236	1,091,200	14.6	15.2	829,534	985,589	26.2	27.4	1,743,770	2,076,789	18.5	19.2	−0.8	−16.0
Toyota	507,180	546,098	8.1	7.6	202,024	211,213	6.4	5.9	709,204	757,311	7.5	7.0	0.5	− 6.4
Dodge	247,446	260,850	3.9	3.6	338,742	367,789	10.7	10.2	586,188	628,639	6.2	5.8	0.4	− 6.8
Honda	507,286	546,998	8.1	7.6	—	—	—	—	507,286	546,998	5.4	5.1	0.3	− 7.3
Nissan	295,195	332,027	4.7	4.6	132,264	138,394	4.2	3.9	427,459	470,421	4.5	4.4	0.2	− 9.1
Buick	415,949	408,339	6.6	5.7	—	—	—	—	415,949	408,339	4.4	3.8	0.6	1.9
Pontiac	379,217	500,518	6.0	7.0	16,965	23,961	0.5	0.7	396,182	524,479	4.2	4.9	−0.7	−24.5
Oldsmobile	332,196	396,617	5.3	5.5	23,094	19,787	0.7	0.6	355,290	416,404	3.8	3.9	−0.1	−14.7
Mercury	285,677	304,358	4.6	4.2	—	—	—	—	285,677	304,358	3.0	2.8	0.2	− 6.1
Plymouth	145,584	186,841	2.3	2.6	129,828	132,142	4.1	3.7	275,412	318,983	2.9	3.0	0.0	−13.7
Mazda	176,368	179,154	2.8	2.5	95,973	96,005	3.0	2.7	272,341	275,159	2.9	2.6	0.3	− 1.0
GMC	—	—	—	—	216,963	252,712	6.9	7.0	216,963	252,712	2.3	2.3	0.0	−14.1
Cadillac	154,823	194,562	2.5	2.7	—	—	—	—	154,823	194,562	1.6	1.8	−0.2	−20.4
Mitsubishi	122,287	119,670	1.9	1.7	22,063	30,864	0.7	0.9	144,350	150,534	1.5	1.4	0.1	− 4.1
Lincoln	138,136	175,558	2.2	2.4	—	—	—	—	138,136	175,558	1.5	1.6	−0.2	−21.3
Jeep	—	—	—	—	132,011	153,459	4.2	4.3	132,011	153,459	1.4	1.4	0.0	−14.0
Acura	109,326	108,951	1.7	1.5	—	—	—	—	109,326	108,951	1.2	1.0	0.1	0.3
Hyundai	93,866	103,726	1.5	1.4	—	—	—	—	93,866	103,726	1.0	1.0	0.0	− 9.5
Chrysler	85,965	146,115	1.4	2.0	2,914	2,207	0.1	0.1	88,879	148,322	0.9	1.4	−0.4	−40.1
Isuzu	10,304	3,286	0.2	0.0	75,282	78,034	2.4	2.2	85,586	81,320	0.9	0.8	0.2	5.2
Subaru	84,337	83,366	1.3	1.2	—	—	—	—	84,337	83,366	0.9	0.8	0.1	1.2
VW	73,719	103,053	1.2	1.4	4,450	5,466	0.1	0.2	78,169	108,519	0.8	1.0	−0.2	−28.0
Volvo	54,812	73,606	0.9	1.0	—	—	—	—	54,812	73,606	0.6	0.7	−0.1	−25.5
Saturn	48,938	0	0.8	0.0	—	—	—	—	48,938	0	0.5	0.0	0.5	—
Lexus	47,271	45,414	0.8	0.6	—	—	—	—	47,271	45,414	0.5	0.4	0.1	4.1
Eagle	45,221	47,899	0.7	0.7	—	—	—	—	45,221	47,899	0.5	0.4	0.0	− 5.6
Mercedes	43,511	55,728	0.7	0.8	—	—	—	—	43,511	55,728	0.5	0.5	−0.1	−21.9
BMW	38,674	46,584	0.6	0.6	—	—	—	—	38,674	46,584	0.4	0.4	0.0	−17.0
Infiniti	28,589	15,355	0.5	0.2	—	—	—	—	28,589	15,355	0.3	0.1	0.2	86.2
Saab	20,725	20,668	0.3	0.3	—	—	—	—	20,725	20,668	0.2	0.2	0.0	0.3
Suzuki	4,190	5,193	0.1	0.1	12,728	10,965	0.4	0.3	16,918	16,158	0.2	0.1	0.0	4.7
Audi	9,040	17,004	0.1	0.2	—	—	—	—	9,040	17,004	0.1	0.2	−0.1	−46.8
Jaguar	7,143	14,091	0.1	0.2	—	—	—	—	7,143	14,091	0.1	0.1	−0.1	−49.3
Daihatsu	4,859	8,721	0.1	0.1	2,236	3,697	0.1	0.1	7,095	12,418	0.1	0.1	0.0	−42.9
Porsche	3,494	7,089	0.1	0.1	—	—	—	—	3,494	7,089	0.0	0.1	0.0	−50.7
Peugeot	3,263	3,342	0.1	0.0	—	—	—	—	3,263	3,342	0.0	0.0	0.0	− 2.4
Alfa Romeo	2,891	2,617	0.0	0.0	—	—	—	—	2,891	2,617	0.0	0.0	0.0	10.5
Sterling	2,641	3,138	0.0	0.0	—	—	—	—	2,641	3,138	0.0	0.0	0.0	−15.8
Range Rover	—	—	—	—	2,232	3,354	0.1	0.1	2,232	3,354	0.0	0.0	0.0	−33.5
Yugo	2,158	5,102	0.0	0.1	—	—	—	—	2,158	5,102	0.0	0.0	0.0	−57.7
Other*	1,849	2,155	0.0	0.0	0.0	—	—	—	1,849	2,155	0.0	0.0	0.0	−14.2
TOTAL	**6,275,070**	**7,196,571**	**100.0**	**100.0**	**3,166,728**	**3,592,069**	**100.0**	**100.0**	**9,441,798**	**10,788,640**	**100.0**	**100.0**	**0.0**	**−12.5**
TOTAL BIG 3	**4,020,092**	**4,744,435**	**64.1**	**65.9**	**2,617,476**	**3,014,077**	**82.7**	**83.9**	**6,637,568**	**7,758,512**	**70.3**	**71.9**	**−1.6**	**−14.4**
TOTAL JAPAN	**1,897,192**	**1,994,233**	**30.2**	**27.7**	**542,570**	**569,172**	**17.1**	**15.8**	**2,439,762**	**2,563,405**	**25.8**	**23.8**	**2.1**	**− 4.8**
TOTAL EUROPE	**263,920**	**354,177**	**4.2**	**4.9**	**6,582**	**8,820**	**0.2**	**0.2**	**270,602**	**362,997**	**2.9**	**3.4**	**−0.5**	**−25.5**
GM	2,245,359	2,591,236	35.8	36.0	1,086,556	1,282,049	34.3	35.7	3,331,915	3,873,285	35.3	35.9	−0.6	−14.0
Ford	1,250,517	1,511,494	19.9	21.0	927,425	1,076,431	29.3	30.0	2,177,942	2,587,925	23.1	24.0	−0.9	−15.8
Chrysler	524,216	641,705	8.4	8.9	603,495	655,597	19.1	18.3	1,127,711	1,297,302	11.9	12.0	−0.1	−13.1
Toyota/Lexus	554,451	591,512	8.8	8.2	202,024	211,213	6.4	5.9	756,475	802,725	8.0	7.4	0.6	− 5.8
Honda/Acura	616,612	655,949	9.8	9.1	—	—	—	—	616,612	655,949	6.5	6.1	0.5	− 6.0
Nissan/Infiniti	323,784	347,382	5.2	4.8	132,264	138,394	4.2	3.9	456,048	485,776	4.8	4.5	0.3	− 6.1
VW/Audi	82,759	120,057	1.3	1.7	4,450	5,466	0.1	0.2	87,209	125,523	0.9	1.2	−0.2	−30.5
†Geo	*207,659*	*221,928*	*3.3*	*3.1*	*25,181*	*26,396*	*0.8*	*0.7*	*232,840*	*248,324*	*2.5*	*2.3*	*0.2*	*− 6.2*
Made by Japan••	*2,149,733*	*2,263,951*	*34.3*	*31.5*	*562,447*	*605,178*	*17.8*	*16.8*	*2,711,533*	*2,857,795*	*28.7*	*26.5*	*2.2*	*− 5.1*

•Includes 1991 estimated sales of 720-Ferrari, 544-Rolls/Bentley, 243-Lotus, 180-Maserati, 117-Lamborghini, and 45-Aston Martin.
••Includes vehicles sold by Big 3 but made in plants managed by Japanese companies; excludes vehicles sold by the Japanese but made in Big 3 plants.

TOP 10 SELLERS, SEPTEMBER 1991

	Sales
1. Ford F-sereis pickup	63,514
2. Chevrolet C/K pickup	48,045
3. Honda Accord	32,494
4. Ford Escort	24,736
5. Honda Civic	23,269
6. Ford Taurus	22,708
7. Ford Explorer	20,110
8. Ford Ranger	18,620
9. Chevrolet Lumina	18,338
10. Toyota Camry	17,873

Source: Automotive News Data Center

Big 3 gain share as sales fall

KAREN DETKOWSKI
Statistician

September vehicle sales declined 6.8 percent from a year earlier, but it was an improvement from August, especially for the Big 3, and especially for trucks.

The Big 3 increased their market share over August by 5.3 points as Chevrolet and Ford divisions fought for sales supremacy.

General Motors added 2.1 points of share, Ford Motor Co. was up 2.2 points and Chrysler Corp. gained 1.0 point. The gains came at the expense of the Japanese (4.3 points) and Europeans (0.6 points).

The seasonally adjusted annual sales rate improved to 12.4 million vehicles from the August rate of 12.2 million. Except for the sharp fall in August, the annual selling rate has improved from month to month all year.

Light-duty truck sales in September rose above year-ago deliveries 5.3 percent. Ford truck sales, pumped by a one-day, $2,000 dealer incentive on the last day of the model year, rose 18.6 percent (see story, Page 1).

Chrysler, whose minivans are in strong demand, saw light-truck sales rise 4.4 percent from year-ago September levels.

Car sales dropped 12.8 percent from last year, but 14 makes reported increases in September. Among them, Lexus reported a sales gain of 17.1 percent over last year. The introduction of the 1992 ES300 helped sales more than double the total for August.

Sterling and Peugeot, which are leaving the U.S. market, had better sales this year than last year. Peugeot sales in September reflected the highest selling month for the company since January of this year. Both are using dealer incentives to clear out their stock.

Hyundai sales rose 16.6 percent, reporting increases for existing models and the new Elantra.

Calendar year car sales in the United States are behind last year's total by 12.8 percent. Total light vehicle sales at the end of nine months fall behind 1990 comparisons by 12.5 percent.

Harley-Davidson wins Ford contract

MILWAUKEE — Utilimaster Corp., the subsidiary of Harley-Davidson Inc. that makes commercial vehicles, has won a $10.8 million contract with Ford Motor Co. to build 2,163 truck bodies for the U.S. Postal Service.

Thomas A. DeNova, president of Utilimaster, said the company based in Wakarusa, Ind., had a long relationship with Ford and would begin production of the truck bodies in December.

— *The Associated Press*

DOMESTIC CAR SALES, SEPTEMBER & YTD

	Sept. 1991	Sept. 1990	9 Mos., 1991	9 Mos., 1990
Summit	1,035	0	6,327	0
Talon	2,549	2,349	23,679	22,460
Premier	872	1,974	8,768	16,692
Total Eagle	**4,456**	**4,323**	**38,774**	**36,565**
Horizon	0	545	505	11,560
Laser	2,688	3,051	23,011	33,002
Sundance	6,379	5,438	37,497	46,742
Reliant	0	0	0	2,371
Acclaim*	8,205	8,832	71,271	77,088
Total Plymouth	**17,272**	**17,866**	**132,284**	**170,763**
LeBaron A*	1,924	2,252	13,856	24,842
LeBaron J	1,040	4,915	27,026	46,502
LeBaron GTS	0	0	0	1,544
Fifth Avenue (rwd)	0	0	0	740
Fifth Avenue (fwd)	1,698	3,696	26,795	26,093
Imperial	624	996	7,313	8,759
New Yorker C	717	3,075	9,898	33,947
Total Chrysler	**6,003**	**14,934**	**84,888**	**142,427**
Omni	0	518	561	11,397
Shadow	7,371	5,920	57,949	53,153
Monaco	549	2,485	6,614	8,909
Daytona	953	3,164	10,864	27,486
Aries	0	0	0	1,915
Lancer	0	0	0	1,081
Spirit*	7,463	7,908	60,539	64,542
Dynasty	13,155	10,848	81,061	74,781
Total Dodge	**29,491**	**30,843**	**217,588**	**243,264**
CHRYSLER CORP.	**57,222**	**67,966**	**473,534**	**593,019**
Escort*	24,736	28,444	192,512	216,876
Mustang	6,019	7,875	61,432	95,107
Tempo	17,606	21,153	142,279	173,316
Taurus	22,708	23,576	224,721	241,372
Thunderbird	5,533	8,217	56,064	81,261
Probe	5,485	5,361	66,306	92,347
Crown Victoria	6,497	11,488	55,156	87,767
Total Ford Div.	**88,584**	**106,114**	**798,470**	**988,046**
Topaz	3,401	6,368	43,682	58,672
Sable	5,719	7,054	73,265	73,831
Cougar	4,153	6,060	45,400	61,089
Grand Marquis	8,596	6,674	73,752	68,250
Total Mercury	**21,869**	**30,649**	**236,099**	**275,638**
Continental	5,560	4,965	41,323	46,892
Town Car	8,273	10,351	89,323	111,025
Mark VII	790	1,445	7,490	17,641
Total Lincoln	**14,623**	**16,761**	**138,136**	**175,558**
Total L-M Div.	**36,492**	**47,410**	**374,235**	**451,196**
FORD MOTOR CO.	**125,076**	**153,524**	**1,172,705**	**1,439,242**
Skyhawk	0	0	0	827
Roadmaster	4,813	0	28,011	0
Somerset/Skylark	1,913	6,994	50,832	73,229
Century*	11,524	10,390	100,623	86,003
Regal	9,431	9,685	84,274	65,347
LeSabre	9,275	14,040	71,513	120,408
Reatta	167	491	2,093	5,273
Electra/Park Ave.	8,972	6,537	68,177	40,974
Riviera	815	1,607	10,425	16,278
Total Buick	**46,910**	**49,744**	**415,949**	**408,339**
Allante	208	177	2,332	2,556
Seville	1,735	1,368	20,471	27,058
DeVille	13,902	16,809	104,346	121,984
Brougham	1,825	2,139	16,577	25,329
Eldorado	1,032	1,710	11,097	17,635
Total Cadillac	**18,702**	**22,203**	**154,823**	**194,562**
Geo Metro	8,297	5,863	53,942	26,898
Geo Prizm	8,680	6,140	78,319	86,010
Cavalier*	16,720	29,614	209,235	222,980
Camaro	4,760	7,216	40,644	66,269
Celebrity	1	1,034	614	27,402
Corsica/Beretta	14,615	25,423	178,113	231,653
Lumina	18,338	16,237	170,018	173,155
Caprice	8,567	10,154	94,726	130,006
Corvette	1,269	941	13,190	17,807
Total Chevrolet	**81,247**	**102,622**	**838,801**	**982,180**
Calais	2,781	7,988	43,716	77,562
Cutlass Ciera*	12,338	13,453	105,314	108,080
Cutlass Supreme	7,474	11,426	69,519	81,224
88	8,777	9,182	61,251	80,067
98	5,401	3,130	46,489	38,038
Toronado	347	1,105	5,658	11,646
Total Oldsmobile	**37,118**	**46,284**	**332,196**	**396,617**
Sunbird	7,034	9,701	70,441	86,223
Firebird	2,165	3,404	18,926	32,905
Grand Am	5,908	16,573	113,948	164,777
Pontiac 6000	402	5,411	20,825	37,960
Grand Prix	7,776	10,636	78,586	92,485
Bonneville H	7,074	6,957	47,829	52,166
Total Pontiac	**30,359**	**52,682**	**350,555**	**466,516**
Total Saturn	**8,080**	**0**	**48,938**	**0**
GENERAL MOTORS	**222,416**	**273,535**	**2,141,262**	**2,448,214**
Civic	17,800	10,612	123,616	150,520
Accord	26,829	27,366	252,542	214,993
HONDA	**44,629**	**37,978**	**376,158**	**365,513**
MX-6	703	1,808	18,632	23,105
626	3,945	3,916	46,021	33,946
MAZDA	**4,648**	**5,724**	**64,653**	**58,205**
Eclipse	3,227	3,784	39,835	38,452
Mirage	1,057	1	15,363	32
MITSUBISHI	**4,284**	**3,785**	**55,198**	**38,484**
NISSAN Sentra*	**9,767**	**12,544**	**90,260**	**81,034**
Corolla	11,002	7,882	102,261	104,314
Camry	8,265	14,380	149,769	163,031
TOYOTA	**19,267**	**22,262**	**252,030**	**267,345**
SUBARU Legacy	**6,010**	**1,640**	**40,207**	**8,866**
SUZUKI Swift	**64**	**0**	**592**	**0**
DOMESTIC TOTAL	**493,383**	**578,958**	**4,666,599**	**5,299,922**
IMPORT TOTAL	**179,271**	**189,518**	**1,608,471**	**1,896,649**
INDUSTRY TOTAL	**672,654**	**768,476**	**6,275,070**	**7,196,571**

*Includes units produced in Mexico.

PARTS

Ford dealers oppose changes

continued from PAGE 1

an increasingly difficult job.

But more so for Ford than for its competitors.

A confidential 1991 survey by the National Automobile Dealers Association ranks Ford near the bottom in satisfactory parts deliveries.

"We spend more money on dealer parts marketing and distribution costs and incentives than any other manufacturer, and we're getting less satisfaction from dealers and retail customers," Clissold confirmed.

At a special Parts Managers Advisory Council meeting in Detroit last month, Ford blamed the programs it is now seeking to alter.

LIGHT-TRUCK SALES, SEPTEMBER & YTD

	Sept. 1991	Sept. 1990	9 Mos., 1991	9 Mos., 1990
Town & Country	453	229	2,914	2,207
Total Chrysler	**453**	**229**	**2,914**	**2,207**
Vans	2,524	3,931	34,407	44,550
Ram Wagon	831	1,119	13,729	17,625
Caravan	15,994	10,915	155,140	147,867
Caravan C/V	350	295	7,120	9,257
Ram 50	320	817	3,171	9,113
Raider	0	0	0	1,092
Ramcharger	343	772	4,417	8,694
Dakota	5,611	5,705	59,255	58,462
Pickups	5,762	6,531	61,503	71,129
Total Dodge	**31,735**	**30,085**	**338,742**	**367,789**
Voyager	12,913	10,663	129,828	132,142
Total Plymouth	**12,913**	**10,663**	**129,828**	**132,142**
Wrangler	3,726	3,768	36,438	40,586
Cherokee	9,990	11,281	87,287	97,437
Grand Wagoneer	447	561	3,173	5,109
Comanche	571	728	5,113	10,327
Total Jeep	**14,734**	**16,338**	**132,011**	**153,459**
CHRYSLER CORP.	**59,835**	**57,315**	**603,495**	**655,597**
Vans	8,416	10,257	79,821	117,118
Aerostar	11,669	12,300	114,360	140,426
Club Wagon	738	1,447	15,129	16,146
Ranger	18,620	23,199	184,919	220,756
Bronco	2,050	3,171	19,251	39,204
Bronco II/Explorer	20,110	16,843	185,323	123,478
Pickups	63,514	38,304	328,622	419,303
FORD MOTOR CO.	**125,117**	**105,521**	**927,425**	**1,076,431**
Vans	6,399	6,907	62,330	80,777
Sportsvan	307	369	7,241	6,871
Geo Tracker*	2,346	3,072	25,181	26,396
Astro	6,456	8,538	80,725	95,900
Lumina APV	4,668	6,857	38,050	52,278
S10	16,716	23,819	160,845	164,270
S10 Blazer	10,541	13,203	93,758	115,204
Blazer	767	1,128	8,149	13,194
Suburban	3,360	4,198	30,829	44,089
Pickups	48,045	33,527	306,566	367,369
P-Model	2,762	1,378	15,860	19,241
Total Chevrolet	**102,367**	**102,996**	**829,534**	**985,589**
Vans	2,413	2,362	24,932	28,912
Safari	2,595	2,344	25,971	26,554
Sonoma	3,506	4,380	34,573	34,803
S15 Jimmy	2,321	2,967	22,234	28,522
Jimmy	164	281	2,061	3,788
Suburban	1,626	1,716	13,226	18,808
Pickups	11,211	8,920	91,131	108,280
P Model	115	222	1,845	2,058
W4	127	92	990	987
Total GMC	**24,078**	**23,284**	**216,963**	**252,712**
Silhouette	1,307	2,823	14,714	19,787
Bravada	1,159	0	8,380	0
Total Oldsmobile	**2,466**	**2,823**	**23,094**	**19,787**
Trans Sport	1,817	2,707	16,965	23,961
Total Pontiac	**1,817**	**2,707**	**16,965**	**23,961**
GENERAL MOTORS	**130,728**	**131,810**	**1,086,556**	**1,282,049**
DAIHATSU Rocky	**157**	**338**	**2,236**	**3,697**
Pickup*	2,615	3,787	28,478	33,865
Amigo	668	806	6,234	8,152
Trooper	3,475	2,771	22,842	34,174
Rodeo*	1,573	1,085	17,728	1,843
ISUZU	**8,331**	**8,449**	**75,282**	**78,034**
Pickup	5,742	5,898	47,474	63,635
MPV	3,248	3,194	40,024	31,775
Navajo*	1,226	595	8,475	595
MAZDA	**10,216**	**9,687**	**95,973**	**96,005**
Pickup	1,913	952	14,882	20,248
Montero	773	732	7,123	9,979
Van	0	72	58	637
MITSUBISHI	**2,686**	**1,756**	**22,063**	**30,864**
Pickup*	13,182	15,536	102,172	107,274
Pathfinder	3,623	2,360	28,982	23,124
Axxess	6	804	319	6,194
Van	1	7	6	59
Hawaii	0	207	785	1,743
NISSAN	**16,812**	**18,914**	**132,264**	**138,394**
RANGE ROVER	**282**	**402**	**2,232**	**3,354**
Samurai	308	554	3,715	4,575
Sidekick*	857	287	9,013	6,390
SUZUKI	**1,165**	**841**	**12,728**	**10,965**
Pickups	11,976	12,650	122,590	138,977
Previa	3,389	4,269	39,324	30,844
4Runner	3,880	3,772	33,418	36,936
Land Cruiser	631	488	6,192	4,227
Van	0	1	0	229
TOYOTA	**19,876**	**21,180**	**202,024**	**211,213**
VOLKSWAGEN Vanagon	**361**	**456**	**4,450**	**5,466**
IMPORTS	**59,886**	**62,023**	**549,252**	**577,992**
INDUSTRY TOTAL	**375,566**	**356,669**	**3,166,728**	**3,592,069**

*Includes domestic vehicles.

Sales charts compiled by Karen Ostkowski

"Parts and service managers are caught in a balancing act of trying to decide whether they should satisfy the end-customer's wants regarding parts availability or maximize the bottom line for their departments," said a Ford statement that was distributed at the meeting.

Dealers are wary of changes in the status quo because service parts sales now account for 85 percent of their profit, according to NADA.

They've developed their operations around the five programs Ford is seeking to change.

Ford definitely plans to eliminate its Merit Club and Bonus Bucks programs, beginning in the first quarter of 1992, Clissold confirmed. Those programs reward dealers for buying Ford parts directly from the factory rather than from wholesale distributors or other dealers.

Some dealerships, like Al Packer Ford Inc. in Baltimore, have developed huge parts supply operations for other dealers and independent service outlets.

Al Packer Ford functions like a mini depot, supplying 20 Ford and Lincoln-Mercury dealerships in the Baltimore area, according to Arthur Dickerson, Packer's general parts manager.

Clissold said giving dealers incentives to buy parts only from Ford is counterproductive.

The company plans to offer incentives for smaller Ford dealers to buy parts from larger ones, he said. Details haven't been finalized.

Still, Bonus Bucks and Merit Club have been very profitable for many dealers.

Bob Baker, a megadealer who owns University Ford-Chrysler-Plymouth in San Diego, said the two programs earned his Ford dealership $38,500 last year.

A national survey of 20 large and small dealerships by the Ford Dealers Alliance in Hackensack, N.J., indicated they will lose an average of $39,000 when the two programs are canceled.

Ford also will test-market changes in several other programs from November through May in Dallas, Houston, St. Louis and possibly a fourth market, Clissold said. They include:

- Reducing the discounts dealers get on stock orders from 5 percent to 4 percent. Dealers order about 90 percent of their parts that way, with automatic twice-a-week delivery.
- Reducing the buyback allowance under the Parts Inventory Protection Program from 7 percent to 5 percent. That program encourages dealers to order extra parts. When Ford changes models, a dealer can return 7 percent of such parts. Ford buys them back for what the dealer paid.
- Dropping the 80 percent excess parts return allowance. The Parts Inventory Protection Program only covers up to $100,000 worth of parts.

The excess parts return provision refunds a dealer 80 cents on the dollar for up to another $100,000 in parts returns.

- Eliminating cash payouts on the unused Parts Inventory Protection Program. That program rewards those who run tight parts operations for not collecting under the Parts Inventory Protection Program.

The Ford Dealers Alliance survey showed dealers losing an average about $132,479 because of the program changes.

One of the ways Ford will redirect money under its test-market program is to guarantee free next-day delivery to customers on any part a dealer may be out of.

SALES

1991 model year totals 12.6 million

continued from PAGE 1

Chevrolet/Geo led in car sales.

While unit sales fell overall, Japanese manufacturers added 1.3 points of car and truck market share to rack up 25.5 percent of the U.S. market. The Big 3 — including trucks — dropped 0.9 of a percentage point to 70.5 percent. European imports, which had no market share to spare, dropped 0.4 of a point to 3.0 percent.

Not surprisingly, the 1991 model year numbers look a little better than the 1991 calendar year, which began in the pits because of the Persian Gulf war. Through September, calendar-year sales were off 12.5 percent.

The traditional October-to-September model year is getting pretty fuzzy. Manufacturers aren't sticking to it for new-product introductions, but it is still a reference point for measuring performance.

Sales for GM's Saturn, the nation's newest car division, began last Oct. 25. Hampered by a slow production start, Saturn sold 50,819 cars for the 1991 model year.

Industry sales leader GM sold about 4.4 million cars and trucks. That total included just under 3 million cars, enough to lift GM's car market share 0.3 points, to 35.4 percent. GM's light-truck sales were about 1.4 million. Total unit sales were down 10.3 percent.

Buick was the only domestic make and one of only six makes in the industry that enjoyed higher sales for the model year, with sales up 5.0 percent to 544,277.

The other gainers were Subaru, Lexus, Infiniti, Saab and Alfa Romeo, all at much lower volumes.

Buick had fallen 9.6 percent in the previous model year.

Robert E. Coletta, Buick general sales and service manager, attributed the 1991 success to high J.D. Power and Associates quality ratings, new styling, favorable buff-book reviews and dealer support for new-model introductions.

Oldsmobile sales declined 9.2 percent despite a 34.1 percent increase in its light-truck sales. Olds added the Bravada sport-utility for 1991. Still, the performance marked a turnaround for Olds; car sales had slumped 23.0 percent in the previous model year.

Ford Motor Co. sales were off 12.7 percent to 2.91 million vehicles. Lincoln suffered a reversal of fortune after a 9.7 percent gain in the 1990 model year. Lincoln sales dipped 13.1 percent.

Most of whatever good news there was in the 1991 numbers belongs to the Japanese.

Unit sales for Japanese-based manufacturers declined 5.2 percent to about 3.2 million units. But since that was less than the industry average, the result was a market-share increase for cars and light trucks.

The Japanese share of the car market grew 1.5 points to 29.7 percent; it was within 25,000 cars of a 30 percent share. The Japanese light-truck share rose 0.7 percentage points to 17.1 percent.

Toyota gained 0.6 points of market share to 8.0 percent, as its unit sales slipped only 2.9 percent to about 1.0 million cars and trucks. The Lexus luxury-car division posted a 14.4 percent sales increase to 65,391 cars, outselling BMW of North America Inc. by nearly 10,000 cars.

American Honda also gained market share, with unit sales off 4.0 percent to 815,542, counting Acura. Acura sales of 138,759 were only 1.1 percent behind last year.

Infiniti, the second channel for Nissan Motor Corp. in U.S.A. sold 28,879 cars, a heady increase of 68.7 percent compared to a small year-ago volume, thanks in no small measure to its new-for-1991 G20. Nissan said sales of its Pathfinder sport-utility were the best in that vehicle's five-year history. Sales fell about 8.9 percent for Nissan and Infiniti combined. The company's market share was stable at about 4.6 percent.

Subaru of America's sales rose 2.0 percent to 109,647, as Subaru cut back on rebates and added standard equipment to its aging Loyale lineup. A year earlier, Subaru sales had plunged 28.7 percent.

After enjoying a banner 1990 model year, when car sales jumped 66.4 percent and truck sales gained 18.7 percent, Mitsubishi Motor Sales of America Inc. turned out to be mortal in 1991, with unit sales down 12.9 percent.

It was a dismal year for most European importers. Saab Cars USA was an exception, with sales up 1.8 percent to 26,445, boosted by cut-rate leasing and finance deals.

Alfa Romeo had a 23.7 percent increase to 3,756 cars, helped by the addition of the 164 sedan as an early 1991 model.

With the luxury tax on cars over $30,000 introduced last January, the model year was a disaster for some of the prestige names, like Porsche Cars North America, down 40.0 percent, and Jaguar Cars Inc., off 38.6 percent. AN

BATTLE

One-day spiff wins for Ford

continued from PAGE 1

The final tally: Ford F series, 431,353; Chevrolet C/K, 423,324. Sales include light and medium-duty trucks.

"The meek may inherit the earth, but they're not gonna get truck leadership," said a smiling Phil Novell, Ford Division general sales manager.

Chevrolet dealers, who thought they could steal Ford's title, are fuming. At the end of August, Chevrolet led Ford by 4,486 units.

But at issue is a Sept. 30 last day of the model year incentive Ford offered its dealers on F-series trucks. Dealers were offered a $2,000 discount for each F-series unit that they moved into Ford Rent-A-Car fleets. The discount was in effect for up to three units. Vehicles are declared sold after they are moved into the fleets.

Ford won by 8,029 units; if all 4,500 dealers put three F-series trucks in rental fleets, that's 13,500 more sales for Ford.

Chevrolet dealer Louis C. Bachrodt III was stunned when he heard about the $2,000 discount.

"Jesus! They (Ford) just went out and pissed it (the money) away," he said.

Bachrodt, owner of Lou Bachrodt Chevrolet in Pompano Beach, Fla., and chairman of Chevrolet's National Dealer Council, lambasted the $27 million Ford will swallow if all 4,500 Ford dealers participated.

"It's like buying Jaguar," he said. "It's a shallow victory. Ford didn't win it; they bought it."

Ford dealers hardly feel sorry.

"This is a dog-eat-dog, highly competitive world," says Elvin Pool, general manager of McInerney Ford in Orlando, Fla. "Incentives are made for competition."

Ford Division General Manager Ross Roberts announced the victory at the Detroit Press Club, which was decorated as a campaign headquarters. Roberts said the $2,000 rebate on the F series was offered to commercial buyers, and the division decided to extend the bargain to its dealers.

He said the full-sized truck race between Ford and Chevrolet brought a lot of attention to the trucks, in general and helped both companies and the public.

Said Jeffrey P. Hurlburt, Chevrolet marketing director, "We have intended to win (the truck battle) with sales of our full-sized pickups. We were not intent on selling the products to ourselves or encouraging dealers to put them into daily rental fleets. . . I didn't realize there was such a great market for daily full-sized pickup rentals."

The race went down to the wire, but it was September when Ford stretched out. The 63,514 F-series trucks that Ford dealers sold last month represented the highest tally for that month since September 1986, when 87,995 F-series units were sold. Chevrolet sold 50,999 C/Ks last month.

Ford analyst Roger Lykins said September 1986 featured the "Big One" promotion when auto companies were promoting interest rates of 2.9 percent.

Ford dealers are happy, but one dealer has this question:

"When am I gonna see my $2,000?" the dealer asks. "I've been waiting months for money they owe me on another promotion." AN

Staff Reporter Phil [illegible]me contributed to this report.

PRELIMINARY U.S. CAR AND LIGHT-TRUCK SALES — Model Year 1991 vs. 1990

(ranked by car and light-truck total sales)

Make	Car Sales 1991	Car Sales 1990	1991 Share	1990 Share	Truck Sales 1991	Truck Sales 1990	1991 Share	1990 Share	Car & Truck Totals 1991	Car & Truck Totals 1990	% Share of Total Car & Truck Market 1991	% Share of Total Car & Truck Market 1990	Changes Share (Points)	Changes Sales (Percent)
Ford	1,116,275	1,331,026	13.3	14.3	1,224,487	1,383,168	29.1	29.6	2,340,762	2,714,194	18.6	19.4	−0.8	−13.8
Chevrolet/Geo	1,186,788	1,351,711	14.2	14.6	1,086,758	1,257,139	25.8	26.9	2,273,546	2,608,850	18.1	18.7	−0.6	−12.9
Toyota	676,756	708,079	8.1	7.6	269,608	277,174	6.4	5.9	946,364	985,253	7.5	7.1	0.5	−3.9
Dodge	348,285	355,383	4.2	3.8	476,885	498,492	11.3	10.7	825,170	853,875	6.6	6.1	0.4	−3.4
Honda	676,783	709,244	8.1	7.6	—	—	—	—	676,783	709,244	5.4	5.1	0.3	−4.6
Nissan	385,336	455,770	4.6	4.9	169,718	167,858	4.0	3.6	555,054	623,628	4.4	4.5	−0.1	−11.0
Buick	544,277	518,275	6.5	5.6	—	—	—	—	544,277	518,275	4.3	3.7	0.6	5.0
Pontiac	515,089	633,803	6.2	6.8	22,879	27,187	0.5	0.6	537,968	660,990	4.3	4.7	−0.5	−18.6
Oldsmobile	447,360	502,989	5.3	5.4	29,382	21,909	0.7	0.5	476,742	524,898	3.8	3.8	0.0	−9.2
Plymouth	211,707	253,695	2.5	2.7	169,123	175,518	4.0	3.8	380,830	429,213	3.0	3.1	0.0	−11.3
Mercury	372,113	390,619	4.4	4.2	—	—	—	—	372,113	390,619	3.0	2.8	0.2	−4.7
Mazda	222,926	232,952	2.7	2.5	123,733	128,045	2.9	2.7	346,659	360,997	2.8	2.6	0.2	−4.0
GMC	—	—	—	—	290,621	327,440	6.9	7.0	290,621	327,440	2.3	2.3	0.0	−11.2
Cadillac	218,429	256,763	2.6	2.8	—	—	—	—	218,429	256,763	1.7	1.8	−0.1	−14.9
Lincoln	194,238	223,596	2.3	2.4	—	—	—	—	194,238	223,596	1.5	1.6	−0.1	−13.1
Mitsubishi	152,021	164,267	1.8	1.8	32,422	47,529	0.8	1.0	184,443	211,796	1.5	1.5	−0.1	−12.9
Jeep	—	—	—	—	176,208	206,970	4.2	4.4	176,208	206,970	1.4	1.5	−0.1	−14.9
Acura	138,759	140,305	1.7	1.5	—	—	—	—	138,759	140,305	1.1	1.0	0.1	−1.1
Chrysler	125,385	186,000	1.5	2.0	3,598	3,051	0.1	0.1	128,983	189,051	1.0	1.4	−0.3	−31.8
Hyundai	127,588	140,945	1.5	1.5	—	—	—	—	127,588	140,945	1.0	1.0	0.0	−9.5
Isuzu	21,171	5,019	0.3	0.1	103,068	127,655	2.5	2.7	124,239	132,674	1.0	1.0	0.0	−6.4
Subaru	109,647	107,525	1.3	1.2	—	—	—	—	109,647	107,525	0.9	0.8	0.1	2.0
VW	100,379	132,055	1.2	1.4	5,627	6,515	0.1	0.1	106,006	138,570	0.8	1.0	−0.1	−23.5
Volvo	71,100	95,419	0.8	1.0	—	—	—	—	71,100	95,419	0.6	0.7	−0.1	−25.5
Mercedes	66,158	75,112	0.8	0.8	—	—	—	—	66,158	75,112	0.5	0.5	0.0	−11.9
Lexus	65,391	57,162	0.8	0.6	—	—	—	—	65,391	57,162	0.5	0.4	0.1	14.4
Eagle	58,215	60,470	0.7	0.7	—	—	—	—	58,215	60,470	0.5	0.4	0.0	−3.7
BMW	55,736	61,578	0.7	0.7	—	—	—	—	55,736	61,578	0.4	0.4	0.0	−9.5
Saturn	50,819	0	0.6	0.0	—	—	—	—	50,819	0	0.4	0.0	0.4	—
Infiniti	28,879	17,115	0.3	0.2	—	—	—	—	28,879	17,115	0.2	0.1	0.1	68.7
Saab	26,445	25,974	0.3	0.3	—	—	—	—	26,445	25,974	0.2	0.2	0.0	1.8
Suzuki	5,671	6,584	0.1	0.1	15,742	15,671	0.4	0.3	21,413	22,255	0.2	0.2	0.0	−3.8
Audi	13,142	22,421	0.2	0.2	—	—	—	—	13,142	22,421	0.1	0.2	−0.1	−41.4
Jaguar	11,780	19,176	0.1	0.2	—	—	—	—	11,780	19,176	0.1	0.1	0.0	−38.6
Daihatsu	6,768	12,970	0.1	0.1	2,893	3,862	0.1	0.1	9,661	16,832	0.1	0.1	0.0	−42.6
Porsche	5,544	9,244	0.1	0.1	—	—	—	—	5,544	9,244	0.0	0.1	0.0	−40.0
Peugeot	4,211	4,631	0.1	0.0	—	—	—	—	4,211	4,631	0.0	0.0	0.0	−9.1
Alfa Romeo	3,756	3,036	0.0	0.0	—	—	—	—	3,756	3,036	0.0	0.0	0.0	23.7
Sterling	3,519	4,501	0.0	0.0	—	—	—	—	3,519	4,501	0.0	0.0	0.0	−21.8
Range Rover	—	—	—	—	3,460	4,614	0.1	0.1	3,460	4,614	0.0	0.0	0.0	−25.0
Yugo	3,418	7,353	0.0	0.1	—	—	—	—	3,418	7,353	0.0	0.1	0.0	−53.5
Other*	2,584	2,940	0.0	0.0	—	—	—	—	2,584	2,940	0.0	0.0	0.0	−12.1
TOTAL	**8,374,448**	**9,285,707**	**100.0**	**100.0**	**4,206,212**	**4,679,797**	**100.0**	**100.0**	**12,580,660**	**13,965,504**	**100.0**	**100.0**	**0.0**	**−9.9**
TOTAL BIG 3	**5,388,980**	**6,064,330**	**64.4**	**65.3**	**3,479,941**	**3,900,874**	**82.7**	**83.4**	**8,868,921**	**9,965,204**	**70.5**	**71.4**	**−0.9**	**−11.0**
TOTAL JAPAN	**2,490,108**	**2,616,992**	**29.7**	**28.2**	**717,184**	**767,794**	**17.1**	**16.4**	**3,207,292**	**3,384,786**	**25.5**	**24.2**	**1.3**	**−5.2**
TOTAL EUROPE	**367,772**	**463,440**	**4.4**	**5.0**	**9,087**	**11,129**	**0.2**	**0.2**	**376,859**	**474,569**	**3.0**	**3.4**	**−0.4**	**−20.6**
GM	2,962,762	3,263,541	35.4	35.1	1,429,640	1,633,675	34.0	34.9	4,392,402	4,897,216	34.9	35.1	−0.2	−10.3
Ford	1,682,626	1,945,241	20.1	20.9	1,224,487	1,383,168	29.1	29.6	2,907,113	3,328,409	23.1	23.8	−0.7	−12.7
Chrysler	743,592	855,548	8.9	9.2	825,814	884,031	19.6	18.9	1,569,406	1,739,579	12.5	12.5	0.0	−9.8
Toyota/Lexus	742,147	765,241	8.9	8.2	269,608	277,174	6.4	5.9	1,011,755	1,042,415	8.0	7.5	0.6	−2.9
Honda/Acura	815,542	849,549	9.7	9.1	—	—	—	—	815,542	849,549	6.5	6.1	0.4	−4.0
Nissan/Infiniti	414,215	472,885	4.9	5.1	169,718	167,858	4.0	3.6	583,933	640,743	4.6	4.6	0.1	−8.9
VW/Audi	113,521	154,476	1.4	1.7	5,627	6,515	0.1	0.1	119,148	160,991	0.9	1.2	−0.2	−26.0

*Includes 1991 estimated sales of 960-Ferrari, 844-Rolls/Bentley, 324-Lotus, 240-Maserati, 156-Lamborghini, and 60-Aston Martin.

TOYOTA

Ex-dealer asks state to banish distributor

continued from PAGE 3

Toyota Motor Sales denied the allegations. The company's independent distributors are free to set their own transportation rates, said spokesman James Olson.

Olson said that while Southeast Toyota dealers are paying more than Toyota dealers elsewhere, the rates are still lower than many other car lines.

Southeast Toyota opened the Commerce plant in 1989, shortly after the Georgetown, Ky., Camry plant opened. Before then, all vehicles entered the region through a Southeast Toyota-owned port facility in Jacksonville, Fla., which still installs accessories.

Jones' complaint last week also repeats several allegations contained in his lawsuit, claiming that they represent violations of various state laws.

Those allegations — all of which have been denied by Southeast Toyota management — say that the distributor coerced Magic Toyota and other dealers to order and accept vehicles they did not want. AN

Yugos recalled

UPPER SADDLE RIVER, N.J. — Yugo America Inc. is recalling 3,678 of its 1990 and 1991 GV Plus models to install sealing washers on the electronic fuel injection control unit mounting studs.

Water can get into the control unit, which may cause stalling.

HONDA

Honda developing minivan for U.S.

continued from PAGE 1

dustry. Okusa and Elliott admitted that the cry for a minivan has become a familiar refrain at dealer meetings. One dealer called the minivan "the No. 1 recommendation" dealers have made to Honda.

Honda had hoped that the Accord station wagon, introduced last year, would satisfy some of the need for a minivan. But it has been selling below expectations. Okusa said that Honda had hoped to sell about 3,000 of the U.S.-built wagons a month. Instead, volume has averaged between 2,000 and 2,500.

Some dealers have suggested that wagon sales would improve if a third seat was added to boost passenger capacity to seven. Okusa and Elliott said space and design constraints prevent a third seat from being added. Elliott said the third-seat issue will be raised as the next generation wagon is designed. The wagon, which is built in Marysville, Ohio, was the first Honda product designed and developed in the United States.

A replacement for the Accord is expected in the 1994 model year. Asked if Honda could base a minivan on that platform, the spokesman in Japan said: "We are studying every possibility."

He emphatically denied that a minivan would be part of a joint-development agreement announced between Honda and Rover Group Ltd. last week.

At an introduction of 1992 models, Elliott said he expects the company to sell 860,000 Honda and Acura units in the 1991 calendar year. That would be slightly ahead of last year's 854,879, and would require a boost in the sales pace through September, when volume was down 6.0 percent.

Honda expects to sell 420,000 Accord models this year, up from 417,179 in 1990.

Honda planners expect to sell 225,000 redesigned 1992 Civics — 150,000 sedans and 75,000 hatchbacks. A two-door Civic notchback is expected in the spring. Honda is not offering a 1992 CRX but it will introduce a 1993 CRX replacement next spring.

The Prelude, also new this fall, is expected to sell around 50,000 units, according to Okusa.

Staff Reporter Richard Johnson in Tokyo contributed to this report.

INCENTIVE WATCH — CUSTOMER INCENTIVES

NEW PROGRAMS

CHRYSLER CORP.
All programs expire Dec. 31. Finance rates in lieu of rebates start at 6.9 percent on minivans, 4.9 percent on other models.

1992 models

Chrysler Imperial, New Yorker Fifth Avenue	$1,000
LeBaron coupe, New Yorker Salon	$500
LeBaron sedan	$500
Dodge Monaco	$1,500
Dynasty	$1,000
Shadow conv.	$750
Shadow highline, Daytona, Spirit	$500
Shadow America, Colt	$300
Dodge Ram pickup (gas engine), Ram van conversion, Ramcharger	$1,000
Ram van and wagon, Dakota	$750
Ram 50	$300
Eagle Premier	$1,500
Talon, Summit 4-dr.	$500
Summit 3-dr.	$300
Jeep Cherokee	$1,000
Comanche	$750
Wrangler	$500
Plymouth Sundance highline	$500
Acclaim, Laser	$500
Sundance America	$300

1990-91 models

Chrysler Imperial	$2,000
New Yorker Fifth Avenue and Salon, LeBaron sedan	$1,500
LeBaron coupe and conv.	$1,000
Dodge Shadow conv.	$2,000
Spirit, Monaco, Dynasty	$1,500
Daytona	$1,250
Colt GL, Shadow highline	$1,000
Shadow America, Colt	$700
Dodge Ram van conversion, Ram pickup (gas engine), Ramcharger	$1,500
Ram wagon, Ram van	$1,250
Dakota	$1,000
Ram 50	$750
Eagle Talon TSi, Premier	$1,500
Other Talon	$1,200
Summit 4-dr., Summit ES 3-dr.	$1,000
Summit base 3-dr.	$750
Jeep Cherokee, Grand Wagoneer	$1,500
Comanche	$1,000
Wrangler	$500
Plymouth Acclaim, Laser RS Turbo	$1,500
Other Laser	$1,200
Sundance highline	$1,000
Sundance America	$700
All awd minivans	$1,000
All 2wd minivans	$500

HYUNDAI (expires Jan. 3, 1992)

Sonata with SE pkg. (1991), Excel with SE pkg. (1991)	$500
Scoupe (1991), Excel base (1991)	$750
Other Excel (1991), Other Sonata (1991)	$1,000
All 1992 models, if trade is a 1986-91 Hyundai	$1,000

MAZDA (car rebates expire Nov. 4; truck rebates expire Dec. 3)

RX-7 (1991)	$2,000
626 (1991-92)*	$1,000
Navajo (1991)	$1,000
Trucks (1992)	$1,000
MX-6 (1991-92)	$800
Protege (1990-91)*	$800

*Or 5.9 percent financing

CONTINUING PROGRAMS

FORD MOTOR CO.

1992 models
Expires Dec. 3. In lieu of rebates, 4.8 percent loans on Probe, 7.9 on other Ford and Mercury; no finance incentive on Lincoln.

Ford Festiva, Mustang, Taurus	$500
Tempo*	$500
Thunderbird, Crown Victoria	$750
Escort GT and LX-E**	$750
Probe, Taurus SHO	$750
Aerostar*	$500
F series	$500
Ranger	$750
Bronco	$1,000
Mercury Sable	$500
Topaz*	$500
Tracer LTS*	$750
Capri, Cougar, Grand Marquis	$750
All Lincoln	$1,000

*Tempo, Topaz and Aerostar — $1,000 or 7.9 percent loan in Northeast
**Escort Pony and LX and Tracer sedan and wagon — $500 or 7.9 percent loan in Central and Great Lakes regions.

1990-91 models
1990-91 Ford models and 1991 L-M models, expires Dec. 3. In lieu of rebate, 4.8 percent loans on Festiva and Probe, 7.9 percent on other Ford and Mercury. No finance incentive on Lincoln.

Ford Escort (except GT), Mustang, Taurus, Tempo, Thunderbird	$400
Escort GT, Taurus SHO	$600
Festiva, Probe	$1,000
Aerostar*	$400
Ranger, F series, Econoline E-150 (except RV)	$400
Bronco, Econoline E-150 (RV)	$1,000
Mercury Tracer (except LTS), Topaz, Sable, Cougar	$400
Tracer LTS	$600
Capri	$1,000
All Lincoln	$2,000

*Aerostar — $1,000 or 7.9 percent loan in Northeast.

GENERAL MOTORS
Expires Feb. 4. Finance rates inlieu of rebates start at 4.9 percent for Buick, Oldsmobile and Pontiac; 6.9 percent for Chevrolet and GMC.

1992 models

Buick Skylark*	$250-750*
Century, Regal*	$250-1,000*
Riveria	$2,000
Chevrolet Caprice	$1,000
Geo Metro and Storm	$750
Geo Prizm, Camaro, Beretta, Lumina	$500
Cavalier	$300
G van, S/T Blazer, Lumina APV	$1,000
Geo Tracker, Astro, S/T pickup	$750
C/K pickup	$500
GMC G-van, S15 Jimmy (except Typhoon)	$1,000
Sonoma (except Cyclone, GT), Safari	$750
Sierra (except Crew Cab)	$500
Oldsmobile Cutlass Ciera (national)	$1,000
Regional programs, various models	$500-2,000
Pontiac Trans Sport	$1,000
Grand Prix	$750
LeMans, Firebird	$500

*Based on option package selected.

1991 models

Chevrolet Caprice	$1,000
Geo Metro, Camaro	$750
Geo Storm and Prizm, Beretta, Lumina	$500
Cavalier, Corsica	$300
V Blazer, Suburban, G-van, S/T Blazer, Lumina APV	$1,000
Geo Tracker, Astro, S/T pickup, R/V and C/K pickups	$500
GMC V Jimmy, Suburban	$1,500
S15 Jimmy, G-van, Safari	$1,000
Sonoma (except Cyclone)	$750
Sierra, R/V pickups	$500
Oldsmobile - regional programs, various models	$500-2,000
Pontiac Trans Sport, LeMans, Firebird	$1,000
Grand Prix	$750

MITSUBISHI (1990-91 models; expires Oct.31)

Mirage (S.E. and S.W. regions)	$750

SUBARU (expires Nov. 4)

Loyale 4wd (1991)	$600
Legacy (1991)	$1,200
XT, XT6 (1991)	$2,000

Chrysler, 3 imports revise their rebates

ARLENA SAWYERS
Staff Reporter

incentive WATCH

Chrysler Corp., Subaru of America Inc., Mazda Motor of America Inc. and Hyundai Motor America announced new or adjusted incentive programs last week.

Until Dec. 31, **Chrysler Corp.** is offering consumer rebates on 1990, 1991 and 1992 vehicles.

Rebates on 1990 and 1991 vehicles are: Chrysler, $1,000 to $2,000; Dodge cars, $700 to $2,000; Dodge trucks, $750 to $1,500; Eagle, $700 to $1,500; Jeep, $500 to $1,500, and Plymouth, $700 to $1,500.

The rebates on 1990 and 1991 Chrysler, Plymouth and Dodge minivans are $500 to $1000.

Rebates on 1992 vehicles are: Chrysler, $500 to $1,000; Dodge cars, $300 to $1,500; Dodge trucks, $300 to $1,000; Eagle, $300 to $1,500; Jeep, $500 to $1,000, and Plymouth, $300 to $500.

In lieu of rebates, consumers may choose financing of 4.9 percent to 9.9 percent on cars and trucks and 6.9 percent to 9.9 percent on minivans, depending on contract length.

Chrysler halted its special incentive program for military personnel, but it is continuing its $500 rebate for recent college graduates, $400 for first-time buyers and $500 for vehicles equipped with adaptive controls for the disabled. Those rebates are in addition to national consumer rebates.

Through Jan. 3, **Hyundai** is offering consumer rebates of $500 to $1,000 on 1991 cars. Also, consumers who trade a 1986-91 Hyundai for any 1992 Hyundai are eligible for a $1,000 rebate.

Subaru extended its consumer rebate program on the 1991 Loyale, Legacy, XT and XT6. Subaru also is paying dealers up to $1,600 on 1991 Legacys depending on the number sold. Subaru's programs expire Nov 4.

Mazda adjusted its program by increasing the consumer rebate on 1991 and 1992 MX-6 models from $500 to $800 and added the 1991 RX-7 to the list at $2,000.

Also added was a consumer rebate of $1,000 on 1992 trucks.

The rebate on MX-6 and RX-7 models expires Nov. 4; rebates on trucks run until Dec. 3.

Special Correspondent Chris Eschenburg contributed to this report.

INCENTIVE WATCH — DEALER INCENTIVES

NEW PROGRAM

SUBARU (1991 models; expires Nov. 4)

Legacy	$100-1,600, based on number sold

CONTINUING PROGRAMS

ALFA ROMEO (expires Dec. 31)

164, 164L automatic (1991)	Up to $200 per car monthly in floorplan aid

GENERAL MOTORS

Cadillac Allante (1991) (no expiration date)	$7,500 on first sale, $8,500 on additional sales

ISUZU (1991-92 models, unless otherwise noted; expires Dec. 31)

Cars*	$800-1,800
All pickups*	$1,000-1,500
4x4 pickups (bonus, 1990-91)	$500
Trooper*	$1,500-1,800
Rodeo*	$00-500

*Based on number sold

LOTUS (1991, no expiration date)

Elan	$5,000
Esprit Turbo	$11,000-15,000

MAZDA (1991 models; expires Nov. 4)

929	$2,000
323 (low-volume dealers)	Up to $500

MERCEDES-BENZ
(1991 models, no expiration date listed)

300SE, 300SD, 300SDL, 300SEL 420SEL, 560SEL	$3,000 $5,000

MITSUBISHI
(1990-91 models; rebates and terms vary by regions; programs expire Oct. 31)

Mirage	$250-1,500
Eclipse	$300-1,200
Galant	$300-2,100
Montero	$400-3,000
Pickups	$400-2,300

NISSAN
(1991 models; expires Feb. 2, 1992)

300ZX	$2,500-3,500, quota

PEUGEOT (no expiration date)

405	$5,000
505	$6,000

STERLING (no expiration date)

All models	$8,000*

*Or $3,000 if customer chooses 0 percent financing

TOYOTA (expires Nov. 4)

Corolla (1990-92)	$200-900, quota
Camry (1990-91)	$200-900, quota
Pickups	$200-1,300, quota

VOLKSWAGEN

All cars (1990, no expiration date)	$500-1,500

VOLVO (1991 models; expires Oct. 31)

740 series	$750-1,500
940 series	$1,500-2,500
780 coupe	$2,500

CONGRESS

Castaing, Roberts among speakers

continued from PAGE 3

He rejoined Ford Division last May.

Roberts was born Gainesville, Texas. He was graduated from the University of Oklahoma in 1960.

Castaing has been vice president of vehicle engineering for Chrysler since 1988. He also has been general manager of Jeep/Truck Operations since Jan. 11, 1991.

He directs all of Chrysler's car, Jeep and truck engineering.

Castaing joined Chrysler in 1987 as vice president of Jeep and truck engineering.

He was born in Marseille, France, and was graduated from *Ecole Nationale Superieure d'Arts et Metiers* in 1968. In 1970, he joined Renault Gordini. In 1975, he became chief engineer at Renault Gordini and Renault Sport.

In 1980, he joined Renault USA as product engineer director.

Castaing was with American Motors from 1982 to 1987. He spent a year as AMC's group vice president of product and quality before Chrysler bought AMC in 1987.

The format for the 1992 World Congress has been changed slightly from that of the previous two years.

Past congress schedules included two speakers Tuesday morning, with the rest of the morning devoted to a private viewing of the Detroit auto show for the Congress audience. This year, four people will speak on Tuesday morning, and all of Wednesday morning will be dedicated to viewing the show.

For further information, write Wendy Barhydt, Automotive News World Congress, UMTRI/OSAT, 2901 Baxter Road, Ann Arbor, MI 48108-2150. The telephone number is 313-764-5592.

Volvo Cars to shut Chicago parts hub

ROCKLEIGH, N.J. — Volvo Cars of North America is phasing out one of its four parts distribution centers.

"The pressure is on in the automotive industry to increase efficiency and reduce costs," the company said, announcing the closing of its Chicago distribution center by the end of 1991.

Seventy-five of the 80 dealers who were served from Chicago will be served by Volvo's Atlanta distribution center, where a second shift will be added. The other five dealers will be served by Volvo's Los Angeles parts center.

The third remaining parts center is Volvo's national distribution center in Rutherford, N.J.

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Bramalea, Ontario	10/7	
Dodge Monaco		380
Eagle Premier		1,005
FORD		
Kansas City, Mo.	10/7	
Ford Tempo		2,950
Mercury Topaz		1,065
Kentucky Truck (Louisville)	10/7	
Ford heavy trucks		1,000
Lorain, Ohio	10/7	4,100
Ford Thunderbird		
Mercury Cougar		
St. Paul, Minn.	10/7	3,500
Ford F-series pickups		
Ford Ranger		
Wayne, Mich.	10/7	
Ford Escort		5,700
GENERAL MOTORS		
Detroit	10/7	
Chevrolet commercial RV		400
GMC commercial RV		50
Janesville, Wis.	10/7	
Chevrolet Blazer		50
Chevrolet Suburban		60
GMC Jimmy		50
GMC Suburban		75
Total U.S. car		14,010
Total Canada car		1,385
Total U.S. truck		5,185
Total units lost week of 10/7		20,585

Source: Automotive News Data Center

Ford heavy truck plant idled 5 weeks

JOSEPH BOHN
Truck Editor

Ford Motor Co.'s heavy-truck business, like that of its competitors, has fallen off sharply enough to warrant considerable downtime over the next three months.

Ford has scheduled five weeks of downtime at its heavy-truck plant in Louisville, Ky. The plant will be down the weeks of Oct. 7, Oct. 21, Nov. 4, Nov. 18 and Dec. 9, according to company sources.

That is in addition to the holiday shutdowns in the last week of November and between Christmas and New Year's Day.

It adds up to a pretty skimpy production plate at Kentucky Truck during the final quarter of 1991.

Joel Pitcoff, Ford research and analysis manager, declined to confirm or deny the planned downtime, saying it is Ford's policy not to comment on future production activities.

Ford's Class 8 sales of 518 trucks in August were down 48.4 percent from a year earlier. Its eight-month calendar year Class 8 sales of 5,546 were off 40.9 percent from a year earlier.

The overall Class 8 industry was off 26.9 percent in August, and 23.8 percent for the first eight months of calendar 1991 from a year earlier, according to the Motor Vehicle Manufacturers Association.

With the heavy-truck market stagnating, Ford's shift of its medium-duty Cargo production from Brazil to Kentucky Truck a year ago looks like an increasingly smart move.

Cargo has been doing fairly well in a weak medium-duty market, with retail sales of 601 for Jan. 1 through Sept. 20, compared with 888 for like-1990.

Some industry observers believe that Ford should shift additional specialized commercial truck products to Kentucky Truck in order to put the plant at a successful operating rate.

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are domestic unless noted. Vehicles are cars unless noted.

	Est. 9/23-10/5/91	Actual 9/23-9/28/91	Sept. Est.	Year 1/1-10/5/91	Year 1/1-10/6/90
LeBaron A	0	0	0	0	8,071
LeBaron J	350	115	361	19,353	40,455
New Yorker	400	334	471	5,569	30,500
Fifth Avenue	1,800	620	1,163	23,302	26,560
Imperial	300	313	1,243	6,566	14,708
Town & Country (trk.)	200	73	454	3,317	2,078
Total Chrysler	**3,050**	**1,455**	**3,692**	**58,107**	**122,372**
Horizon	0	0	0	0	4,327
Sundance	2,000	2,066	8,493	48,010	66,987
Acclaim	2,200	2,063	7,716	61,624	87,025
Voyager (trk.)	2,450	2,743	10,074	74,528	66,084
Voyager (Can. trk.)	2,466	2,483	10,630	84,963	77,270
Total Plymouth	**9,116**	**9,355**	**36,913**	**269,125**	**301,693**
Omni	0	0	0	0	4,078
Daytona	100	114	222	5,316	26,972
Shadow	2,000	2,107	8,541	52,820	74,961
Dynasty	2,400	3,691	16,874	93,403	90,941
Spirit	2,500	2,193	8,556	57,547	78,544
Monaco (Can.)	0	0	1,804	7,860	7,866
Caravan (trk.)	2,850	3,094	11,365	87,037	71,071
Caravan (Can. trk.)	3,678	3,733	15,144	110,520	97,348
Caravan C/V (trk.)	50	59	244	2,610	4,171
Caravan C/V (Can. trk.)	96	97	403	12,640	5,700
Dakota (trk.)	4,000	3,057	12,970	70,020	55,803
Ram pickups (trk.)	1,100	1,019	5,399	58,857	82,310
Ram Wagon (Can. trk.)	450	479	1,856	15,363	17,036
Ram Van (Can. trk.)	1,510	1,469	6,105	32,187	47,129
Total Dodge	**20,734**	**21,112**	**89,483**	**606,208**	**562,438**
Premier (Can.)	0	0	2,541	10,222	9,789
Cherokee (trk.)	4,300	4,621	19,293	112,465	121,467
Comanche (trk.)	50	156	502	3,965	6,847
Grand Wagoneer (trk.)	0	0	0	1,560	5,559
Wagoneer (trk.)	50	38	201	2,213	3,045
Wrangler (Can trk.)	1,590	1,705	6,719	47,513	44,535
Total Jeep-Eagle	**5,990**	**6,520**	**29,256**	**177,938**	**191,242**
Total U.S. car	**14,050**	**13,616**	**53,648**	**373,518**	**554,129**
Total Can. car	**0**	**0**	**4,345**	**18,102**	**17,655**
Total U.S. truck	**15,050**	**14,860**	**60,582**	**416,572**	**418,435**
Total Can. truck	**9,790**	**9,966**	**40,857**	**303,186**	**287,518**
CHRYSLER CORP.	**38,890**	**38,442**	**159,344**	**1,111,378**	**1,277,737**
Escort	5,807	5,485	16,831	161,988	184,623
Mustang	0	0	7,355	67,468	102,665
Tempo	3,147	3,136	12,273	88,643	102,252
Tempo (Can.)	0	3,109	7,625	79,221	89,079
Taurus	7,487	8,666	33,798	250,972	268,199
Thunderbird	0	2,716	8,035	58,266	90,794
Crown Victoria (Can.)	2,055	2,029	8,310	72,052	92,686
Aerostar (trk.)	3,968	4,985	18,906	133,148	164,558
Bronco (trk.)	70	777	2,857	14,049	39,966
Explorer/Bronco II (trk.)	7,689	6,411	28,047	212,643	150,145
Navajo (trk.)	321	225	953	9,011	6,178
Econoline (trk.)	3,707	3,146	9,348	104,350	145,513
Heavies (trk.)	1,021	0	2,058	25,577	40,076
Light trucks (trk.)	10,158	10,595	36,742	240,965	357,741
Light trucks (Can. trk.)	3,040	3,057	10,300	79,196	106,235
Ranger (trk.)	7,311	7,096	28,928	210,944	218,388
Total Ford Div.	**56,414**	**61,433**	**232,367**	**1,808,495**	**2,159,098**
Topaz	1,121	1,081	4,366	36,855	38,399
Topaz (Can.)	0	88	2,759	25,977	33,779
Cougar	0	1,604	4,061	44,799	61,085
Sable	2,993	2,063	8,462	80,006	82,392
Grnd Marquis (Can.)	3,273	3,297	12,404	80,402	85,349
Total Mercury	**7,387**	**8,929**	**32,051**	**268,039**	**301,004**
Continental	1,178	1,185	4,721	43,056	46,371
Mark VII	213	213	828	7,552	15,883
Town Car	2,774	2,780	11,071	101,281	116,964
Total Lincoln	**4,165**	**4,178**	**16,619**	**151,889**	**179,218**
Total L-M Div.	**11,552**	**13,107**	**48,670**	**419,928**	**480,222**
Total U.S. car	**24,720**	**28,929**	**111,801**	**940,898**	**1,109,627**
Total Can. car	**5,328**	**9,319**	**31,098**	**257,052**	**300,893**
Total U.S. truck	**34,876**	**33,235**	**127,839**	**950,687**	**1,122,565**
Total Can. truck	**3,040**	**3,057**	**10,300**	**79,196**	**106,235**
FORD MOTOR CO.	**67,966**	**74,540**	**281,037**	**2,228,423**	**2,639,320**
Skylark	1,880	1,025	3,903	33,411	70,804
Century	2,339	2,848	10,909	72,178	53,369
Regal (Can.)	3,700	3,734	13,842	96,245	75,571
Riviera	359	241	873	15,307	17,254
Park Avenue/Electra	1,932	1,510	6,352	81,985	42,970
LeSabre	3,810	4,243	15,410	61,582	124,819
Roadmaster Sedan	1,288	1,600	5,445	25,136	0
Roadmaster Wagon††	320	309	1,158	19,096	4,022
Reatta	0	0	0	1,206	5,277
Total Buick	**15,628**	**15,510**	**57,892**	**406,146**	**394,086**
Eldorado	741	371	1,309	9,065	16,516
Seville	803	658	2,338	18,926	26,975
Brougham	552	732	2,633	16,128	24,501
DeVille	3,718	3,709	14,766	120,247	124,963
Allante	64	64	256	2,316	2,935
Total Cadillac	**5,878**	**5,534**	**21,302**	**166,682**	**195,890**
Cavalier	5,316	6,026	21,631	193,404	262,948
Camaro	1,399	1,362	5,485	41,190	58,427
Celebrity (Can.)	0	0	0	0	20,319
Corsica-Beretta	4,704	4,669	16,457	183,210	221,723
Lumina (Can.)	6,200	6,289	24,820	179,659	168,528
Caprice	2,440	2,889	11,124	102,703	181,868
Corvette	480	480	1,836	15,960	18,332
Astro (trk.)	2,550	2,904	11,957	74,858	100,708
Blazer (trk.)	75	31	102	5,701	13,603
Lumina APV (trk.)	2,091	2,252	7,268	34,852	67,635
Mediums (trk.)	0	248	580	1,577	6,381
P-Model (trk.)	0	488	1,800	15,604	17,306
Pickups (trk.)	6,605	7,256	26,407	220,309	332,019
Pickups (Can. trk.)	3,300	3,365	12,847	107,256	131,641
S10 (trk.)	5,905	5,526	23,049	198,439	185,176
S10 Blazer (trk.)	1,955	2,354	8,391	34,725	58,600
Sportsvan (trk.)	1,145	906	4,088	31,804	47,278
Sportsvan (Can. trk.)	975	981	4,017	38,981	38,740
Suburban (trk.)	210	4	50	21,324	54,523
Total Chevrolet	**45,350**	**48,030**	**181,909**	**1,501,556**	**1,985,755**
Calais	0	0	0	34,616	79,605
Cutlass Ciera	3,209	3,670	14,116	74,650	56,807
Cutlass Ciera (Can.)	0	0	0	41,089	59,783
Cutlass Supreme	2,700	2,693	10,156	81,215	73,101
Toronado	212	142	523	3,906	12,093
88	2,840	3,192	12,356	65,068	80,487
Custom Cruiser Wag.††	160	158	598	6,685	1,223
98	1,482	1,492	5,865	60,780	35,948
Silhouette (trk.)	587	481	1,569	15,518	24,993
Bravada (trk.)	265	193	961	11,630	0
Total Oldsmobile	**11,455**	**12,021**	**46,145**	**395,157**	**424,040**
Sunbird	2,474	3,036	10,860	90,328	125,347
Grand Am	3,457	2,108	5,668	95,900	165,404
Firebird	601	638	2,555	15,682	34,518
Grand Prix	3,363	3,235	10,430	81,522	94,006
Pontiac 6000	0	0	0	19,603	44,378
Bonneville	3,264	2,491	9,629	57,397	61,373
Trans Sport (trk.)	1,307	1,272	4,055	21,898	36,639
Total Pontiac	**14,466**	**12,780**	**43,197**	**382,330**	**561,665**
Jimmy (trk.)	30	40	68	1,704	4,137
Mediums (trk.)	0	320	1,236	2,850	6,009
P-Model (trk.)	0	13	122	1,916	2,305
Pickups (trk.)	2,255	1,978	8,942	92,095	118,693
Pickups (Can. trk.)	1,500	1,523	4,640	39,967	48,508
Sonoma (trk.)	1,350	1,244	5,118	47,250	41,036
S15 Jimmy (trk.)	820	838	3,451	12,739	19,660
Safari (trk.)	810	746	3,821	30,704	35,488
Suburban (trk.)	70	9	25	16,886	26,614
Vandura (trk.)	470	352	1,706	14,131	17,907
Vandura (Can. trk.)	275	294	2,181	17,123	15,618
Total GMC	**7,580**	**7,357**	**31,310**	**277,385**	**335,975**
Total Saturn*	**3,650**	**3,005**	**10,845**	**70,013**	**1,725**
Total U.S. car	**58,557**	**58,656**	**215,485**	**1,770,415**	**2,123,718**
Total Can. car	**9,900**	**10,023**	**38,662**	**316,993**	**324,291**
Total U.S. truck	**28,500**	**29,455**	**114,767**	**908,514**	**1,216,710**
Total Can. truck	**6,050**	**6,163**	**23,685**	**203,347**	**234,567**
GENERAL MOTORS	**104,007**	**104,297**	**392,599**	**3,199,269**	**3,899,136**
Can. car	2,200	2,211	9,098	79,794	7,650
Can. trk.	1,400	1,442	4,944	36,712	5,850
CAMI*	**3,600**	**3,653**	**14,042**	**116,506**	**13,500**
DIAMOND-STAR*	**2,700**	**3,340**	**13,176**	**119,821**	**115,155**
Civic	355	74	2,734	68,774	84,570
Civic (Can.)	2,180	2,190	9,195	82,563	80,048
Accord	8,310	9,124	32,177	282,202	253,172
Total U.S. car	**8,665**	**9,198**	**34,911**	**345,976**	**337,742**
Total Can. car*	**2,180**	**2,190**	**9,195**	**82,563**	**80,048**
HONDA	**10,845**	**11,388**	**44,106**	**428,539**	**417,790**
HYUNDAI Sonata (Can.)	**548**	**464**	**1,513**	**20,005**	**17,645**
MAZDA*	**4,035**	**3,826**	**17,109**	**125,736**	**137,316**
U.S. trk.	1,555	388	3,499	51,002	56,737
Can. trk.	165	165	622	5,441	7,049
NAVISTAR	**1,720**	**553**	**4,121**	**56,443**	**63,786**
Sentra	2,862	2,726	10,892	101,956	66,935
Pickup (trk.)	2,792	2,768	8,181	98,042	109,300
NISSAN	**5,654**	**5,494**	**19,074**	**199,998**	**176,235**
Geo Prizm	1,850	1,921	7,394	74,439	76,855
Toyota Corolla	2,450	2,449	9,536	85,371	77,970
Toyota Hilux (trk.)	100	69	230	330	0
NUMMI	**4,400**	**4,439**	**17,160**	**160,140**	**154,825**
Legacy	1,259	1,337	4,955	44,356	22,580
Pickup (trk.)	586	653	2,269	20,047	0
Rodeo (trk.)	802	837	2,991	21,405	0
Total U.S. car	**1,259**	**1,337**	**4,955**	**44,356**	**22,580**
Total U.S. trk.	**1,388**	**1,490**	**5,261**	**41,452**	**25,365**
SUBARU-ISUZU	**2,647**	**2,827**	**10,215**	**85,808**	**47,945**
Camry	0	0	0	136,263	169,383
Corolla (Can.)	1,400	1,435	5,541	50,101	46,118
TOYOTA	**1,400**	**1,435**	**5,541**	**186,364**	**215,501**
VOLVO 740, 940 (Can.)	**130**	**150**	**423**	**6,829**	**6,893**
AM GENERAL (trk.)	**400**	**400**	**1,600**	**15,570**	**17,199**
MISCELLANEOUS (trk.)**	**2,650**	**2,650**	**10,600**	**102,640**	**114,800**
Total U.S. car	**122,156**	**125,998**	**478,899**	**4,118,731**	**4,791,410**
Total Canada car	**21,686**	**25,792**	**98,874**	**831,299**	**900,383**
Total U.S.-Canada Car	**143,842**	**151,790**	**578,773**	**4,950,030**	**5,691,713**
Total U.S. truck	**87,313**	**85,315**	**332,479**	**2,584,909**	**3,088,962**
Total Canada truck	**20,445**	**20,793**	**80,408**	**627,902**	**641,190**
Total U.S.-Canada truck	**107,758**	**106,108**	**412,887**	**3,212,691**	**3,722,861**
TOTAL U.S.	**209,469**	**211,313**	**811,378**	**6,703,540**	**7,872,312**
TOTAL CANADA	**42,131**	**46,585**	**180,282**	**1,459,101**	**1,441,462**
TOTAL U.S.-CANADA CAR & TRUCK	**251,600**	**257,898**	**991,660**	**8,162,721**	**9,313,774**

•Estimate ††1990 totals reflect LeSabre (rwd) †††1990 totals reflect Olds. 88 (rwd)

*CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

May contain error of one or two units due to rounding.

Civic sedan is last '91

ROBIN-LYN RAIMEY
Special Correspondent

As assembly line workers completed a rosewood brown Honda Civic sedan at Honda of America Manufacturing Inc.'s East Liberty, Ohio, plant last Tuesday, 1991 model year production came to an end.

Car and truck production for the 1991 model year totaled 11,149,748.

So far this year, 4,118,731 cars have been assembled in the United States, 14.0 percent below the year-ago total. U.S. truck production at this point is 2,584,809, down 16.1 percent from 1990.

U.S. auto production last week was 122,156, down 3.1 percent from the previous week and 15.2 percent below the year-ago week.

Truck production in the United States was estimated at 87,313 last week, 2.3 percent above the previous week and 10 percent above the year-ago week.

At 21,686, Canadian car production last week was down 15.9 percent from the previous week and 16.5 percent from the year-ago week. Truck production in Canada was 20,445, down 1.7 percent from the previous week, but up 28.7 percent from 1990 week, which was hurt by a strike.

Year-to-date Canadian truck production is 627,882, down 2.1 percent from 1990. So far this year, car production is 831,229, up 3.9 percent over last year.

The week's scheduled car production was shared as follows: GM, 48.9 percent; Ford, 20.2 percent; Chrysler, 11.5 percent; Honda, 7.1 percent; New United Motor Manufacturing Inc., 3.5 percent; Mazda Motor Manufacturing Corp. U.S.A., 3.3 percent; Nissan Motor Manufacturing Corp. U.S.A., 2.3 percent; Diamond-Star Motors Corp., 2.2 percent; Subaru-Isuzu Automotive Inc., 1.0 percent; and Toyota Motor Manufacturing U.S.A. Inc., 0 percent.

GM scheduled two shifts of Saturday overtime at the Shreveport, La., plant, which produces the Chevrolet S10 Blazer and S10 pickup, the GMC Sonoma and the GMC S15 Jimmy. Also working Saturday was the Wentzville, Mo., plant (Buick Park Avenue, Oldsmobile Eighty Eight Royale and Pontiac Bonneville), and the Oshawa No. 2 plant in Ontario, which makes the Buick Regal and the Chevrolet Lumina.

One shift of Saturday overtime was scheduled at GM's Doraville, Ga., car plant and the Scarborough, Ontario, truck plant. The Doraville plant makes the Oldsmobile Cutlass Supreme, and the Scarborough plant makes Chevrolet and GMC full-sized vans.

Chrysler scheduled two shifts of Saturday overtime at the St. Louis No. 2 plant, which produces the Chrysler Town and Country, the Plymouth Grand Voyager, and the Dodge Grand Caravan and Caravan C/V.

NOTE

ONLY THE FOLLOWING PAGES OF THIS

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